NEW ON CD...
FULL COLOR
PHOTO FOOD ART
COMING IN JANUARY!

TearSheet

DECEMBER 1996

Case Histories

Rebecca A. Fronk

Graphic Artist
The Patriot News Co.
812 Market Street
Harrisburg, PA 17105

"This art was used to help tie in an after Christmas theme with the copy," said Fronk of the charming North Pole art from Dec. 93 *PMS*, p. 18, that was used to illustrate this newspaper ad.

Case Histories

Bonita Wood

Graphic Designer
PIP Printing
929 W. Oak Street
Kissimmee, FL 34741

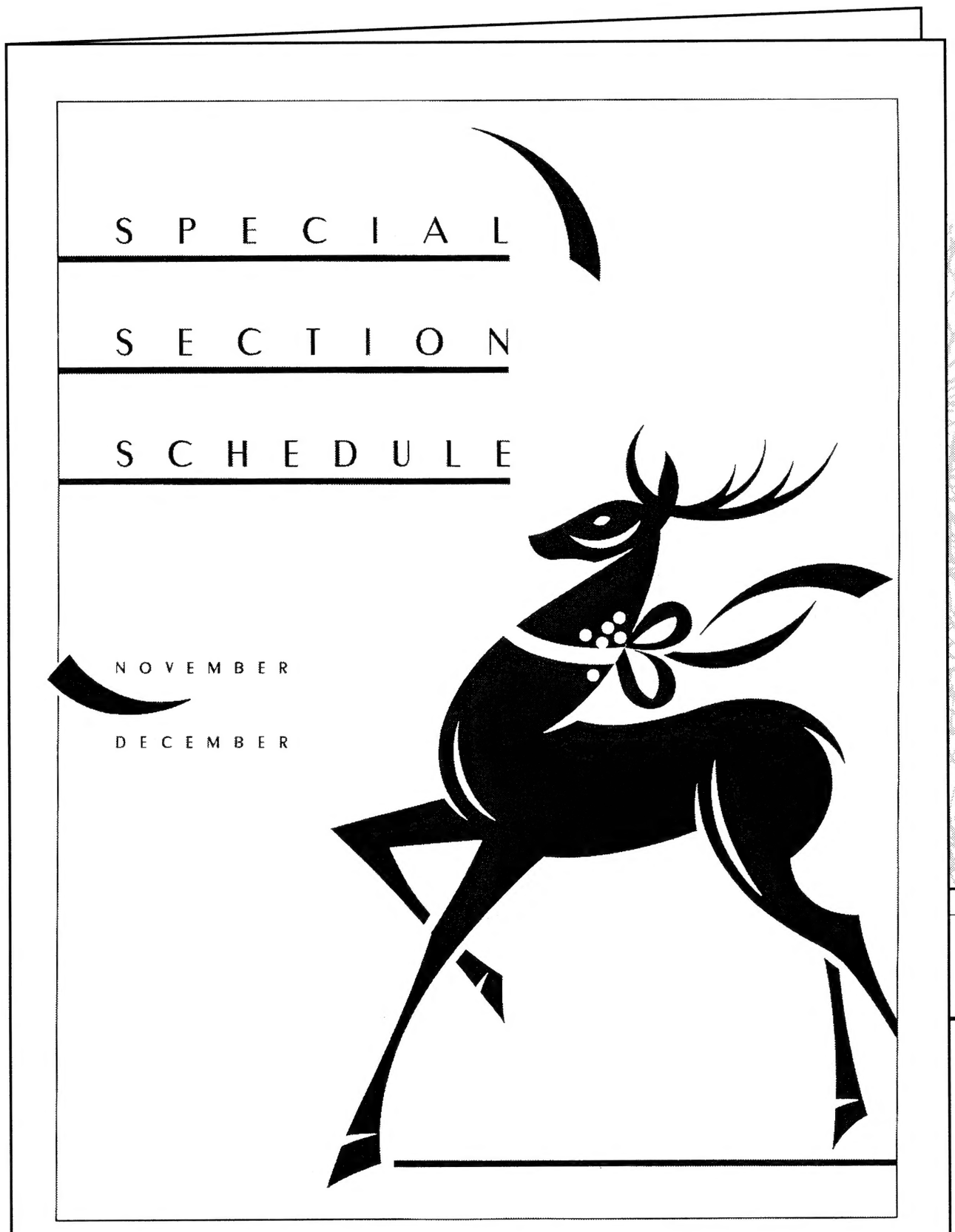
"The customer needed a quick, eye-catching flyer for their pizza delivery boxes," said Wood. "*Print Media Service* came through once again!" The flyer was created with Santa and elf from Dec. 95 *PMS*, p. 6 and 24 respectively. Printed in red on white stock.

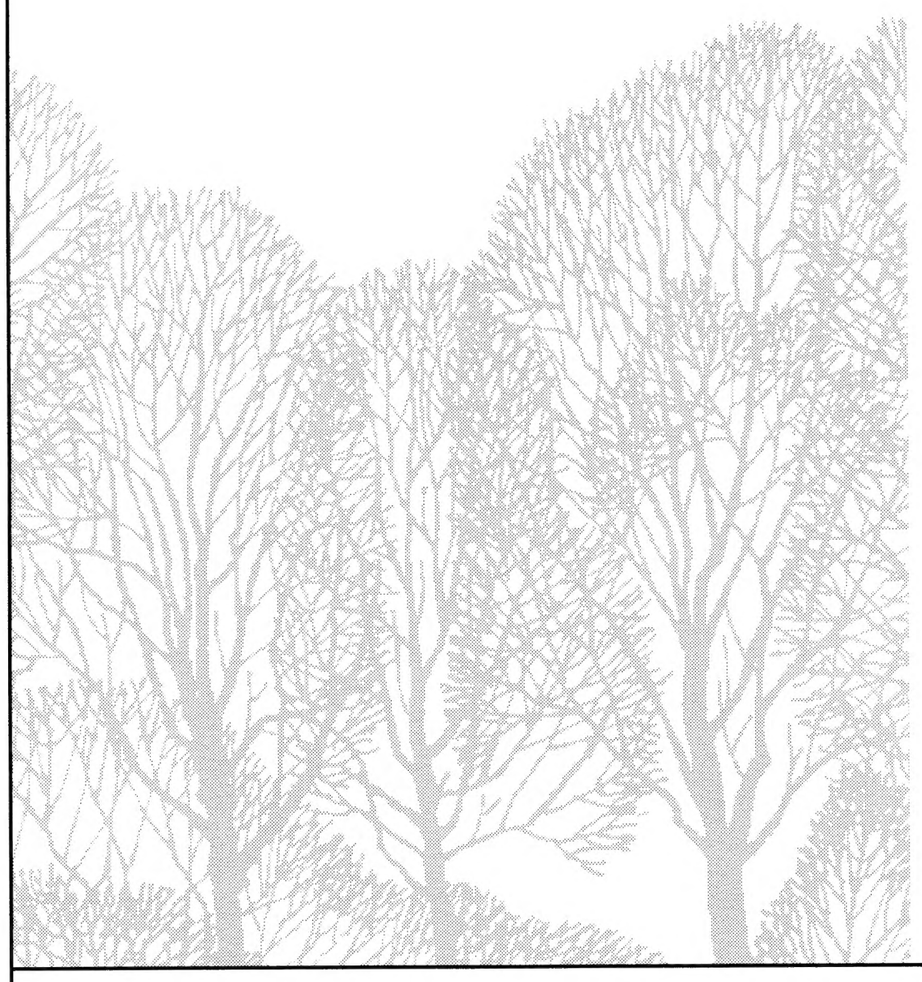
Case Histories

Steven Douglas Chandler

Graphic Designer
Journal Inquirer
306 Progress Dr. • P.O. Box 510
Manchester, CT 06045-0510

"I wanted something different from the traditional red and green, ho-ho-ho stuff," said Chandler. To create this clean, contemporary look, Chandler used a stylized reindeer from Nov. 90 *PMS*, p. 24. "I am very pleased with the result of my efforts, and so is my boss." Printed in royal blue and black on white stock.





R

S	M	T	W	T	F	S
7						
14						
21						
28						
29	30 Road Race #2					

AUTO SHOW
A section featuring all of the 1993 models that will be on display at the Annual GHADA Auto Show.
Advertising deadline is November 4
Publication ~ November 11

GIFT GUIDE #1
The 1st of a six part series that will give our 130,000 readers a variety of gift selections and put them in the holiday buying mood.
Advertising deadline is November 6
Publication ~ November 13

GIFT GUIDE #2
More gift ideas!
Advertising deadline is November 13
Publication ~ November 20

ROAD RACE #1
The largest road race in New England will once again take place this turkey day. Be a part of this race preview guide.
Advertising deadline is November 18
Publication ~ November 25

SLEIGHBELL
Our largest paper of the year kicks off the holiday shopping season.
Advertising deadline is November 18
Publication ~ November 26

ROAD RACE #2
Our annual publication of the road race results.
Advertising deadline is November 23
Publication ~ November 30

DECEMBER

S	M	T	W	T	F	S
		1	2	3	4 Gift Guide #3	5
6	7	8	9	10	11 Gift Guide #4	12
13	14	15	16 Gift Guide #5	17	18 Gift Guide #6	19
20	21	22	23	24	25	26
27	28	29	30	31		

GIFT GUIDE #3
More gift ideas!
Advertising deadline is November 27
Publication ~ December 4

GIFT GUIDE #4
More gift ideas!
Advertising deadline is December 4
Publication ~ December 11

GIFT GUIDE #5
More gift ideas!
Advertising deadline is December 9
Publication ~ December 16

LAST MINUTE GIFT GUIDE #6
More gift ideas!
Advertising deadline is December 11
Publication ~ December 18

DISCOUNTS
Run in all 6 Gift Guides and your ads will be priced at –
Full Price • Gift Guide #1
1/2 Price • Gift Guide #2
1/2 Price • Gift Guide #3
1/2 Price • Gift Guide #4
1/2 Price • Gift Guide #5
1/2 Price • Gift Guide #6
Also...
If you commit to all 6 Gift Guides your **Sleighbell ad is 1/2 price.**

Case Histories

Deirdre Tschvor

Graphic Designer
Graphic Menus
South & Road 3 North
Eaton, IN 47338

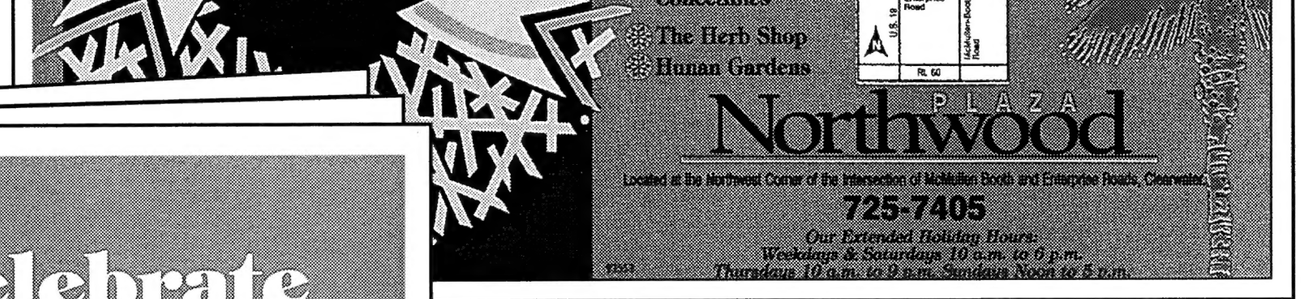
Tschvor combined angel from Sept. 88 *Clipper*, p. 4, poinsettia from Nov. 91 *PMS*, p. 10, and jingle bell from Dec. 91 *PMS*, p. 18, to create this elegant holiday menu. Printed in green, red, and silver on white card stock, red and green on white on the inside.

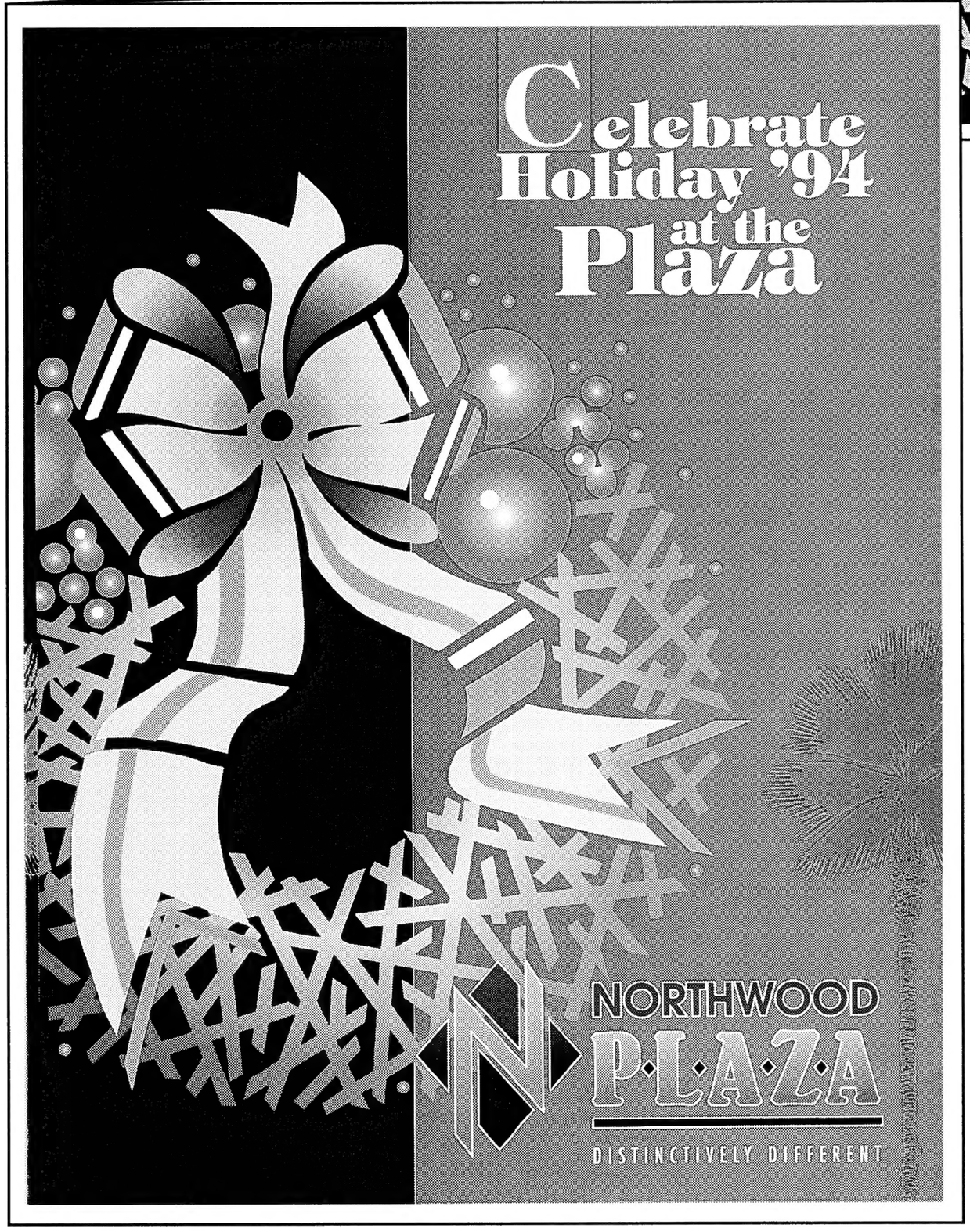
Case Histories

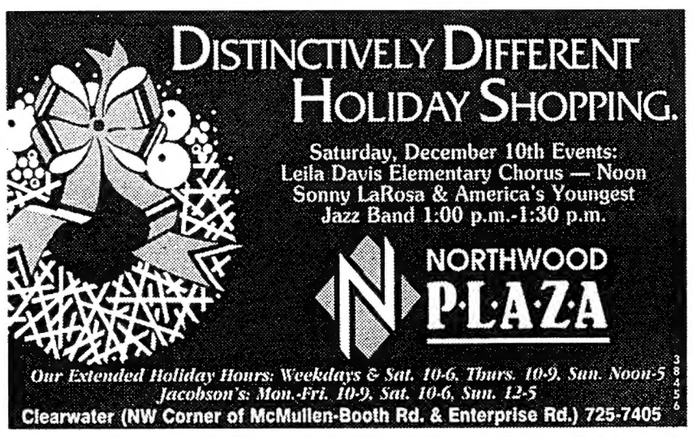
Beth Lewis-Wilson

Graphic Designer
Times Publishing
490 First Ave. South
St. Petersburg, FL 33701

To create this eye-catching Christmas campaign for an upscale shopping center Lewis-Wilson added color to the holiday wreath from Nov. 90 *PMS*, p. 12. Printed in yellow, purple, orange, green, teal, fuchsia, and black.







the idea File

December 1996

Each month, we will explore a different creative exercise, designed to take you beyond the obvious and help stretch your imagination. The raw materials for this feature are anything ever published in *Print Media Service*, all of which – as a subscriber – you have access to through *Art On Demand*.

Questions or suggestions regarding this feature? Phone us at 309.687.0239, or FAX 309.688.8828.

No Matter What Your Style, You'll Find The Perfect *Print Media Service* Fashion Art To Fit Your Needs

Designers who are "in the know" find that *Print Media Service* offers them a wide variety of fashion forward art for every occasion. They also know that it isn't just for use in clothing store or mall advertisements.

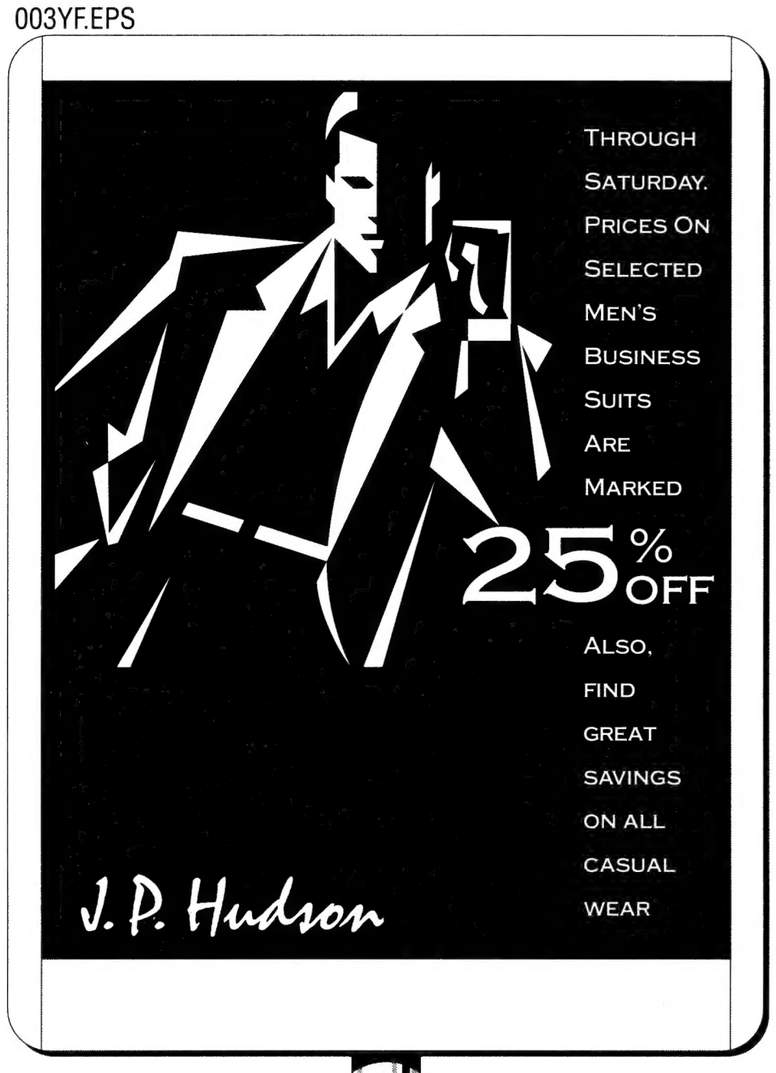
Print Media Service fashion art always attracts your reader's eye to any piece that it's featured on. Find more of it by looking in your *Print Media Service Cross Reference Index* under the heading "Fashion Art."

001YF.EPS

002YF.EPS

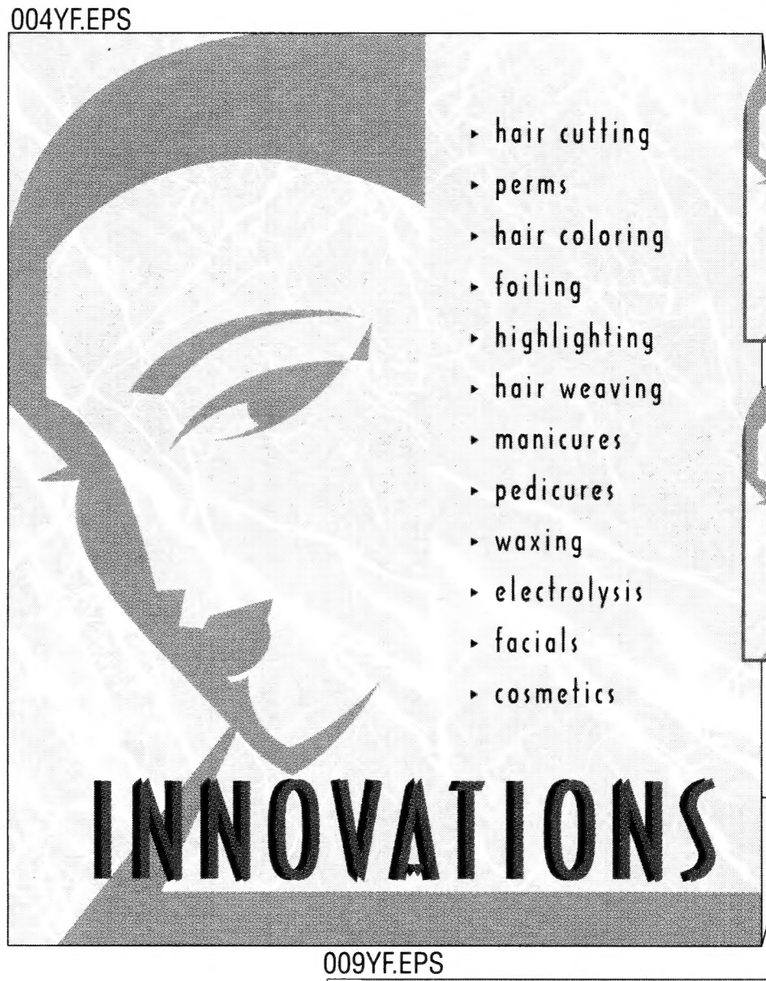
Left and above: Mall poster and shopping bag feature three women from Feb. 96 *Print Media Service*, p. 10, combined with a background created by repeating an Art Nouveau corner piece from June 93 *Clipper*, p. 19.

003YF.EPS

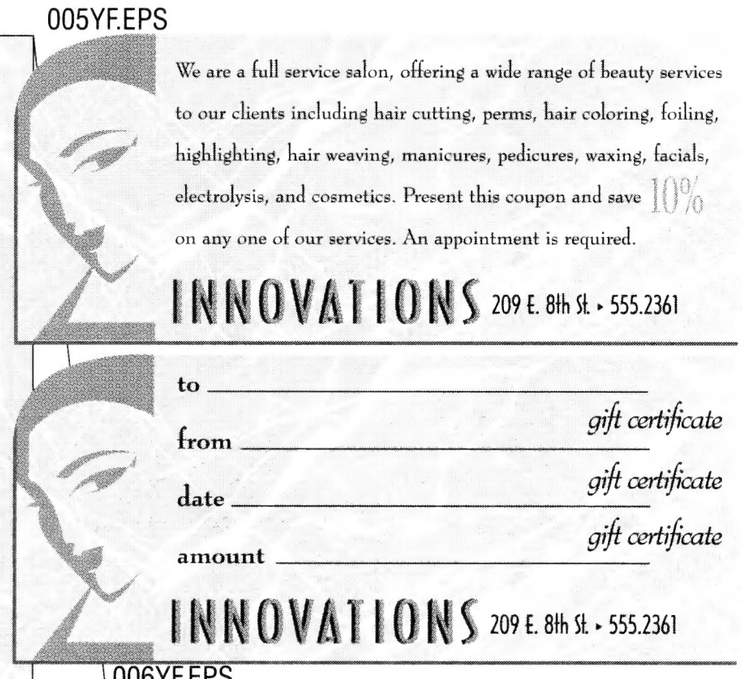


Above: In-store sale sign gets a graphic punch from white-on-black stylized male from Sept. 95 *Print Media Service*, p. 10.

004YF.EPS



005YF.EPS



006YF.EPS

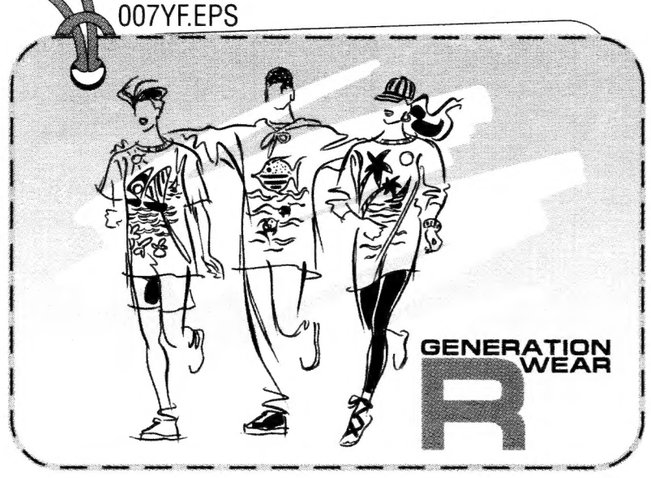
Clockwise from left: Beauty salon counter card, coupon, and gift certificate layouts get a touch of class from the combination of stylized woman from Jan. 96 *Print Media Service*, p. 21, and marble texture from Oct. 95 *Clipper*, p. 21.

Below: Shopping plaza ad features various stylized and silhouette *Print Media Service* art. Shown clockwise from top left–couple: Apr. 96, p. 10; woman: Feb. 96, p. 10; kids: July 96, p. 4; bride: June 95, p. 12; fisherman: June 95, p. 4; woman opening gift: Feb. 96, p. 6.

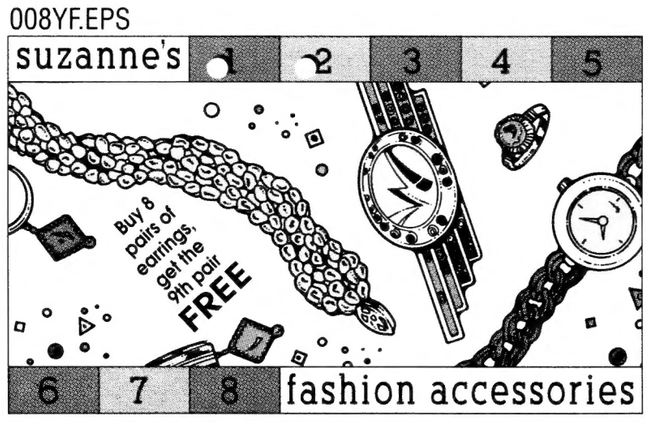
Below: Clothing hang tag design gets a youthful appeal from stylized man and women from Feb. 94 *Print Media Service*, p. 4. The designer added a white swash to the art.

Bottom: Jewelry store punch card features a crop of accessory art from Oct. 95 *Print Media Service*, p. 2.

007YF.EPS



008YF.EPS



009YF.EPS

Inside Info:

PMS Cover Story

Smiling Santa and "Merry Christmas" lettering from this issue (Santa from p. 4, lettering from p. 22) combine with ornament and pine branches from Dec. 95 *Print Media Service*, p. 24, to create this festive holiday cover design. Santa was colored in Adobe Photoshop™ and the Spherize filter was applied to the art. Santa was then added to the ornament and a clipping path was drawn around it. In Adobe Illustrator™, the designer lifted some pine branches from Dec. 95 *Print Media Service* art and positioned them around the ornament. Screens of green were added to the background and the branches and red was added to the ornament and lettering. Clearface Bold "Print Media Service • December 1996" was colored red and set on a curve in Illustrator.

Trade Shows

No trade shows in December.

Looking for some new and interesting sale events? Make the most of minor holidays with *Electronic Print Media Service* Art!

Retail businesses do big promotions for the major holidays like Christmas, Valentine's Day, Mother's Day, and Father's Day. Did you know that there are many opportunities to increase sales during the rest of the year?

Make the most of those in-between times by promoting minor holidays like Sweetest Day (Oct. 19), and Grandparent's Day (Sept. 8), and special tie-in events like National Car Care Month (Oct.) and Child Safety and Protection Month (Nov.). These holidays and tie-in events lend themselves to
special promotions. For instance, a coloring contest for National Child Safety and Protection Month, or a Grandparent's Day essay contest.

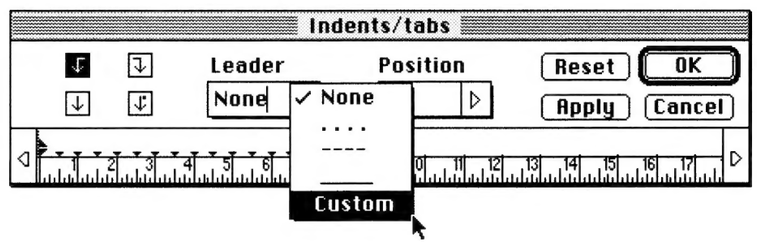
001YD.EPS

002YD.EPS

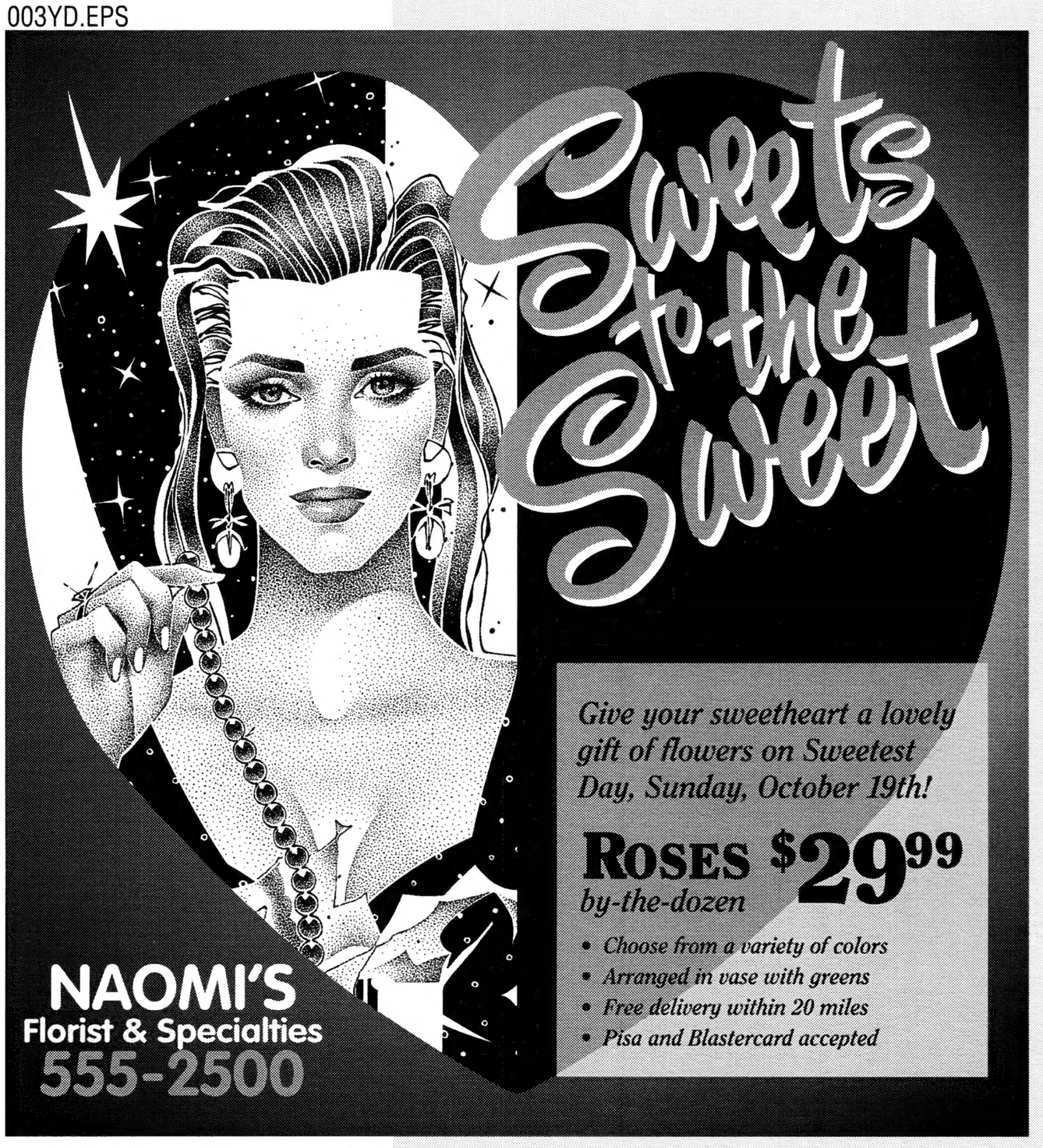
Setting Leader Dots

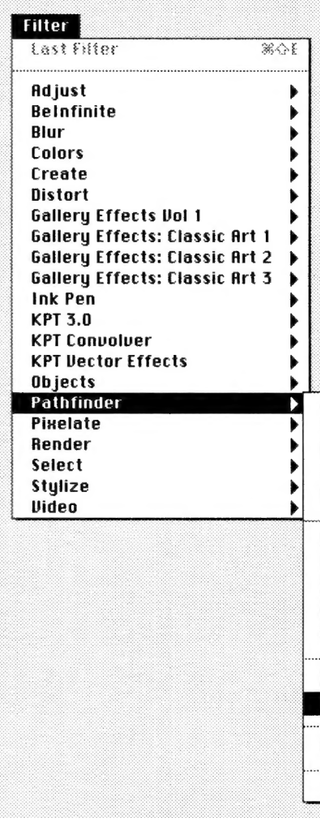
In QuarkXPress: First set a tab stop in the Paragraph Tabs dialog box (command-shift-T). Then, before you click OK, type a period in the Fill Character box. Now, place your cursor in front of the price an hit the tab key.

In PageMaker: First, set your tab stop in the Indents/Tabs dialog box (command-I). Under the Leader pull-down menu, choose the type of leader, or make your own using Custom.



003YD.EPS





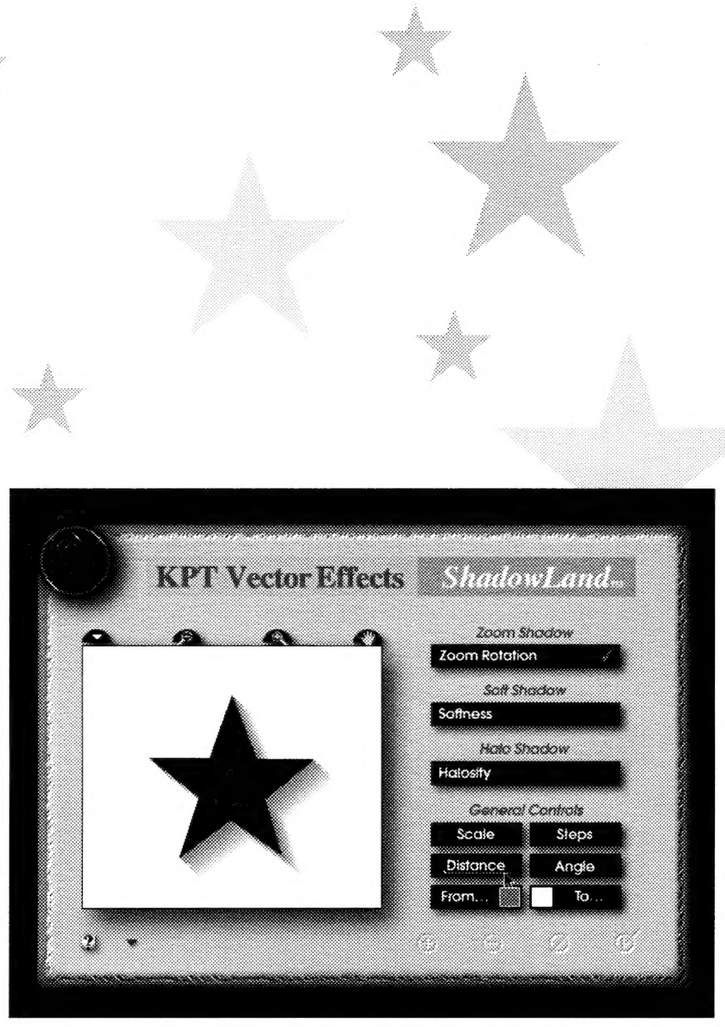
To create the effect of the soft shadow of the black section of the heart showing through the gray text box, the designer selected the images that overlap (the black section of the heart and the gray type box) in Illustrator, went to the filter menu, pulled down to Pathfinder, and selected Soft. In the Pathfinder, Soft Dialog Box, the designer selected a mixing rate of 30%, and hit OK.

EPMS gives you a variety of art and lettering to suit any promotion. Watch for seasonal events and holiday art and lettering pages, plus the special event tie-ins pages.

The definitive guide to special event tie-ins and holidays is *Chase's Calendar Of Annual Events*. To order it, contact:

CONTEMPORARY BOOKS, INC.
A TRIBUNE NEWS MEDIA/EDUCATION CO.
2 PRUDENTIAL PLAZA, SUITE 1200
CHICAGO, ILLINOIS 60601
FAX: 312-540-4687
PHONE: 312-540-4536 (Chase's Editorial)
312-540-4500 (Customer Assistance)

Smiling boy: 012F1296.TIF; "Car Care Month" lettering: 150F1096.EPS; elf in car: 076F1296.EPS; woman with gift: 016F1296.TIF; "Sweets to the Sweet" lettering: 154F1096.EPS; man with hand in air: 086F1296.TIF; "Veteran's Day Sale" lettering: 157F1096.EPS.



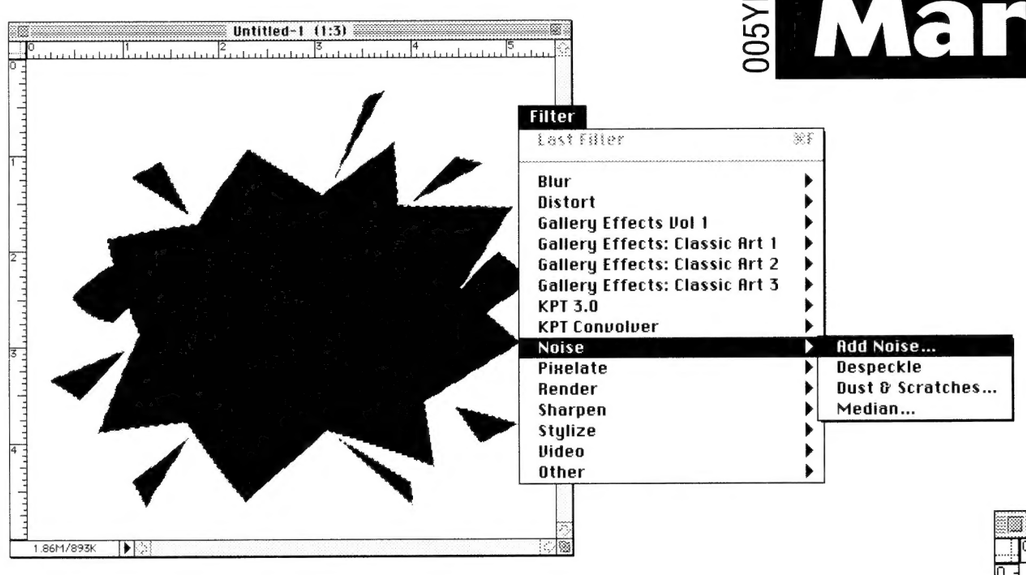
To give added dimension to the stars in this layout, the designer lifted stars from the Veteran's Day headline, which were already turned to outlines. With the stars selected, she went to the Filter Menu, pulled down to the KPT Vector Effects, selected the Shadowland filter, and chose a distance of six points.

004YD.EPS

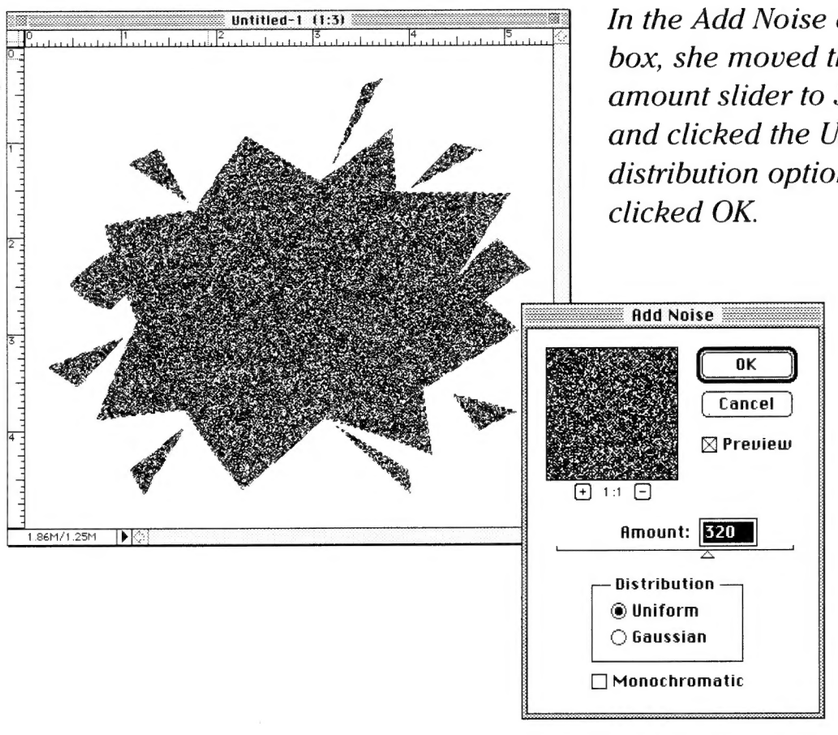
Added Dimension: Give *EPMS* tie-in headlines some extra pizzaz!

When you look at *EPMS* special event tie-in lettering (like the headlines shown on these pages) they hold more possibilities than meet the eye. You can apply many different, interesting effects to them to give them added dimension. For instance, the example shown on this page uses a Photoshop filter to give an *EPMS* headline some extra punch. Just think of all the possibilities!

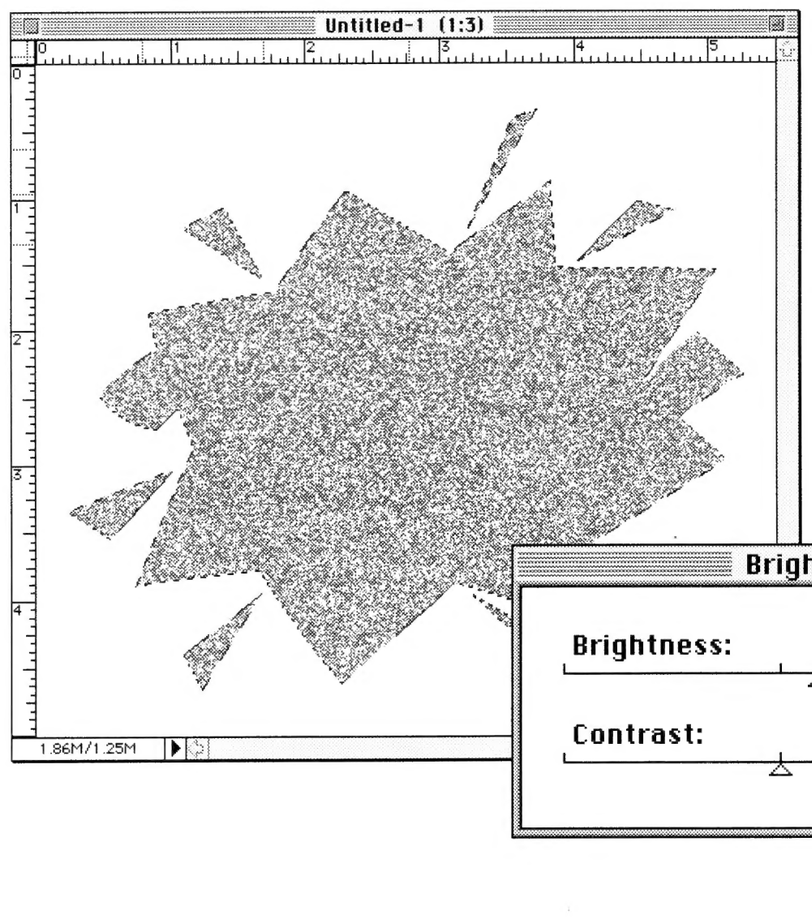
Man with horn: 069F1296.TIF; "Party On!" lettering: 1651096.EPS.



The designer opened the art in Illustrator and removed all of the elements that would not be texturized. She then saved the remaining elements as a new document. In Photoshop, the designer created a new document and made it grayscale. She placed the art in the new document. Then, with the selection still active, she went to the Filter menu, pulled down to Noise, and selected Add Noise.



In the Add Noise dialog box, she moved the amount slider to 320 and clicked the Uniform distribution option, and clicked OK.



The designer went to the Image menu, pulled down to Adjust, and selected the Brightness/ Contrast dialog box. First, she set the Brightness to +100 and clicked OK. She repeated the procedure to get the Brightness/Contrast dialog box, and this time set Brightness at +18 to lighten the burst even more. For how to create a soft shadow (like the one behind the headline shown here) see Aug. 96 Tearsheet.

TYPE TALK

Five Fast Ways To Make A List Look Great

1. Use the standard round bullets, which are part of a font. To make a bullet, hit Option-8.
2. Use check boxes as you would a bullet. To create a check box in QuarkXPress 3.32: type a lowercase "n," select it, change the font designation to Zapf Dingbat, and select the outline box in Quark's floating measurements palette. In PageMaker 6.0.1: type a lowercase "n," select it, and make it a Zapf Dingbat. Lastly, hit Command-Shift-D to turn it into an outline.
3. Use numbers or letters set as drop caps to set the listings apart.
4. Alternate paragraphs of bold and light type to create strong visual contrast between listings.
5. Use inline graphics. Inline graphics are like bullets but, instead of being part of a font, they are an actual graphic placed in front of the text.

- Green Peas
- Baby Carrots
- Acorn Squash
- Pickled Beets

☐ Green Peas
☐ Baby Carrots
☐ Acorn Squash
☐ Pickled Beets

The rain in Spain stays mainly in the plain.

Spain has a rich history of music, art, and literature.

The rain in Spain stays mainly in the plain most times.

Spain has a rich history of music, art, and literature.

☛ The rain in Spain stays mainly in the plain most times.
☛ Spain has a rich history of music, art, and literature.

Welcome to Electronic Print Media Service! Here's how to get the most out of your art.

Numbering Conventions

Each image is identified by a number: for example, 001A0196.TIF.

- 001A0196.TIF: The first 3 digits identify the number of each image on your CD.
- 001A0196.TIF: The letter shows image type:

A: small-space ad: 1- or 2-column (2 1/16" or 4 1/4") layout including art, border and headline.
F: freestanding art: an illustration or heading. Freestanding art varies in size.
S: small TIF ready-to-go ad at 2 columns (4 1/4") wide.
L: large TIF ready-to-go ad at 4 columns (8 5/8") wide.
G: EPS ready-to-go ad at 3 columns (6 7/16") wide.
P: grayscale photograph.
H: high-resolution photograph.
C: color image. TIF color images are provided in two sizes (8" high and 13" high) and may be modified in a paint or photo retouch program; EPS images are 8" high and may be modified in a draw program. Color images are provided in CMYK mode in two formats: TIF and EPS Desktop Color Separations. When you place the separations in a page layout program, you will see five files included in one folder (a linking file and 4 color plates). Place the first EPS file; it links to the color plates when you print. You need all five files to print the image .
D: duotone in two sizes, 8" high and 13" high. A grayscale version 6" high is also provided with a letter P.
T: tab cover. EPS tab covers are 8" high; TIF tab covers are 8" high and 13" high.
Y: ready-made layouts. When using the ready-made layouts be sure to read the "Layouts Read Me" file provided in the Ready-Made Layouts folder for Macintosh users, or the "Layouts.TXT" file provided in the Layouts folder for PC users.

- 001A0196.TIF: These digits identify the month and year of the issue.
- 001A0196.TIF: These letters indicate the file type: TIF or EPS.

EPS (Encapsulated PostScript®) art is resolution independent: Resolution is determined by your PostScript output device. Reducing or enlarging an EPS image does not affect quality, except for the color separation files and the duotone files.

TIF (Tagged Image File) art is bitmapped, and resolution affects quality. Photographs are provided at 170 dpi and 300 dpi. Grayscale art is provided at 170 dpi. Black-and-white art is provided at 300 dpi.

012Y-1.EPS

try our

Appetizing offer

Through this Saturday, save like never before throughout the store! Now is the time to shop for gifts for everyone on your list and save big. Watch out for the big red tags on selected quality merchandise in every department. Items with this tag are now buy one, get one for half price!

BUY ONE get the second one **1/2 PRICE**

Everything from clothing for the whole family to housewares is on this incredible sale. Now you can afford to get one for a friend and get one for yourself, too!

The greatest place for holiday shopping!

Famous Place Mon.-Sat. 9-9

015Y-1.EPS

our **Recipe** *for success*

Quality, selection, customer service, and low prices set us apart from the rest!

- Free parking! Just have any sales associate validate your ticket.
- Free furniture delivery! Just ask.
- Free gift wrap with any purchases of $50 or more!

Famous Place
Northpoint Shopping Center

015Y-2.EPS

Sugar and Spice

...and everything that's nicely priced to help you save this holiday!

Girls' Petticoats 2–14	$7.59
Girls' Sweaters 2–14	$15.59
Boys' Sweaters S–XL	$14.59
Boys' Team Sweats S–XL	$17.59

Dress your child in style for less thru this Saturday!

Wee Mart
209 N. Pine • Mon.–Sat. 9–9, Sun. 9–5

013Y-1.EPS

ast-Minute Gifts

The Perfect Size, The Perfect Color, The Perfect Thing!

$10, $25, $50, $100 gift certificates available at the Customer Service Booth on The Mezzanine.

- Purchases can be made with cash, personal check and proper ID, Pisa, and Blastercard.
- Gift Certificates can be sent via "Certified Mail" at no extra charge.
- Custom gift packaging is available for a nominal fee at the Customer Service Booth.

Celebrate The Season!

FORT ❖ COUNTY MALL
Rt. 59 & 116 • M-F 10-9, S-S 10-5

014Y-1.EPS

...getting all your holiday gift shopping done by making one phone call!

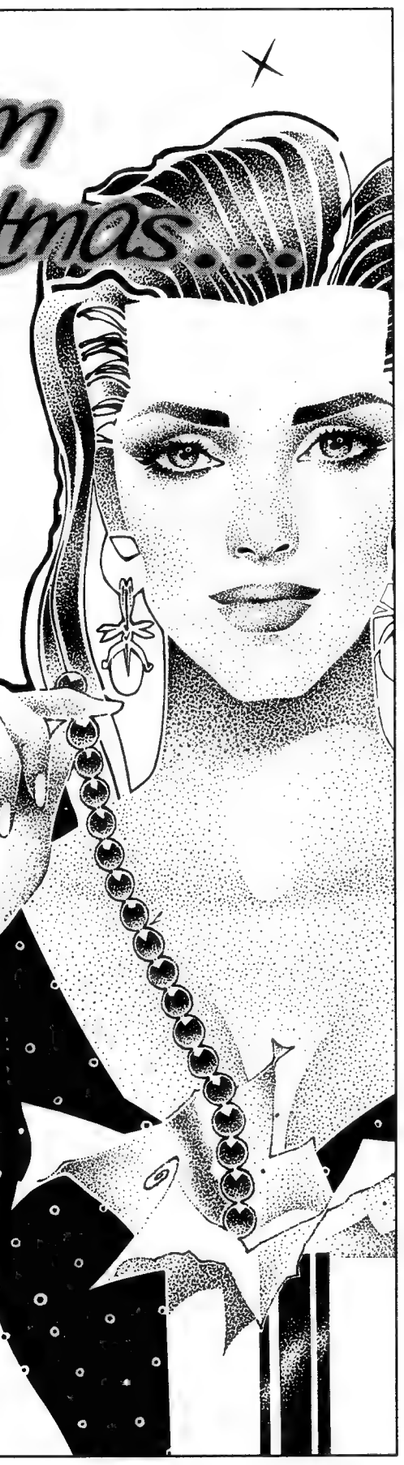
Make a call to our Customer Service Desk and ask for one of our personal shoppers. Give them your shopping list (with sizes and color preferences, please) and your Pisa or Blastercard number, and your gifts will be purchased, beautifully gift wrapped, and shipped out for you. It's so simple!

Main Street Plaza
211 E. Main • M-S 10-9 • 555-6446

016Y-1.EPS HEADLINE NOV. 89 PRINT MEDIA SERVICE

Dazzle 'em this Christmas...

...with home accessories, bed linens, bath towels, and holiday decor to make your home more inviting this holiday.



bed & bath coordinates

Full Size Comforter
Rose Petal Garden $79.99

100% Cotton Bath Towels
Mark VII Towels $9.99

dinnerware

Holiday Pattern Dinnerware $49.99
12-piece set .....

decor

Get a crystal prism as a GIFT-WITH-PURCHASE *when you buy any holiday ornament.*

Bergans
Metra Mall

016Y-2.EPS

We'll make all of your holiday wishes come true

There's no better time than now, during our Holiday Remounting Sale, to transform your old piece of jewelry into something new. Bring in a ring, earrings, pendant, bracelet, or pin and our expert jewelers and goldsmiths will work with you to create the perfect design to suit your tastes. Sale ends 12/31.

Save 30% On Loose Diamonds

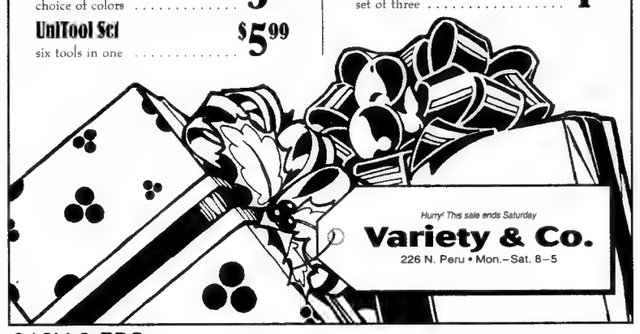
Potter Andrews Jewelers
14040 Hamilton Boulevard

013Y-2.EPS

shop **Where Santa shops**

Stock up now on these great stocking stuffers for everyone on your list. These sale prices last through this Saturday only!

Ashley Crew Socks all white 100% cotton	$2.79	Pocket Princess Dolls variety of costumes	$2.99
Pocket Magnifying Glass in carrying case	$4.99	Play Time Cosmetics choice	$1.29
Pocket Power Cars variety of makes and models	$1.99	Pocket Magnifying Mirror choice of case colors	$1.99
Satin Lipstick Case with mini mirror	$2.69	Mini Animal Banks variety of zoo animals	$2.99
Folding Brush/Comb choice of colors	$3.29	Silly Sippy Straws set of three	$1.19
UniTool Set six tools in one	$5.99		



Hurry! This sale ends Saturday
Variety & Co.
226 N. Peru • Mon.–Sat. 8–5

014Y-2.EPS

Dreams Can Come True

No matter what your wish, we have the loan that can help you make it a reality. Call 555-3400!

1 Banc
Member FDIC

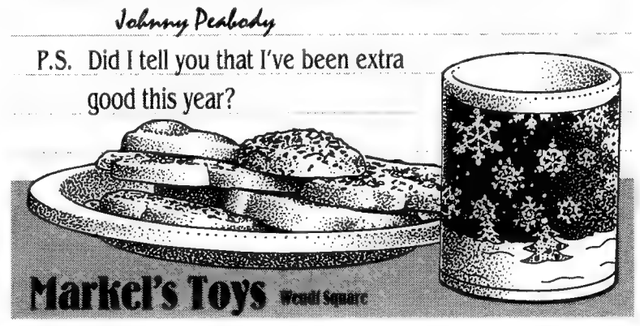
012Y-2.EPS

Dear Santa,

I know you're busy this time of the year. I thought I'd help by letting you in on a little secret that Mom tells her friends. When you shop at Markel's, you save between 30 and 70% every day. With all that extra money you could buy twice as many toys! I hope this helped.

Johnny Peabody

P.S. Did I tell you that I've been extra good this year?



Markel's Toys Wendt Square

015Y-3.EPS

012Y-3.EPS KIDS PLAYING MAY 95 CLIPPER

THOUGHT BUBBLE AUG 92 CLIPPER SUITCASE APR 93 CLIPPER MORTARBOARD FEB 94 CLIPPER HOUSE MONEY JULY 93 CLIPPER

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077Y-1.EPS
HEADLINE DEC. 95 PRINT MEDIA SERVICE

Kringle Jingle
SAVINGS
Get The Best Bargains In Town!

25–30% OFF

- Accessories
- Handbags
- Luggage
- Clothing
- Outerwear
- Jewelry
- Housewares
- Bed & Bath

J. Marshalls
Willowcreek Mall

KRINGLE JINGLE DEC. 92 PRINT MEDIA SERVICE

Merry Christmas

Special Selections For The Collectors On Your List!

Choose from Quaint Times Village pieces, Little Ones music boxes, and Faydra porcelain figurines.

• Handmade Baskets • Collectibles • Pottery • Silk Flower Arrangements • Candles • Picture Frames • Gift Items

HOME & HEARTH
3455 Stellhorn Avenue
M–S 9–9 • 555-3454

080Y-1.EPS
HEADLINE DEC 93 PRINT MEDIA SERVICE

Gifts Galore

Join Us For A Super Holiday Sale!

• Handmade Baskets • Collectibles • Candles • Picture Frames • Gift Items • Pottery • Silk Flower Arrangements

25% off
Selected Merchandise

Get great gifts for lots of people on your list and save through 12/24!

HOME & HEARTH
3455 Stellhorn Avenue
M–S 9–9 • 555-3454

071Y-1.EPS
HEADLINE DEC. 92 PRINT MEDIA SERVICE

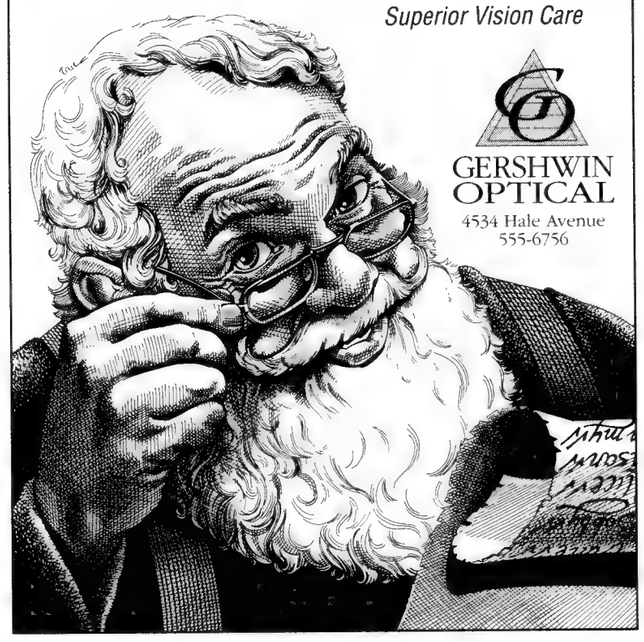
Our Holiday BEST

Take A Look At The Savings!

Improve your outlook and your vision with price reductions on a variety of stylish frames, contact lenses, and accessories. Our experienced opticians are ready to help make the best choice for you!

SAVE 15% ON
Selected Frames, Sunglasses, Contact Lenses, & Accessories

Superior Vision Care



GERSHWIN OPTICAL
4534 Hale Avenue
555-6756

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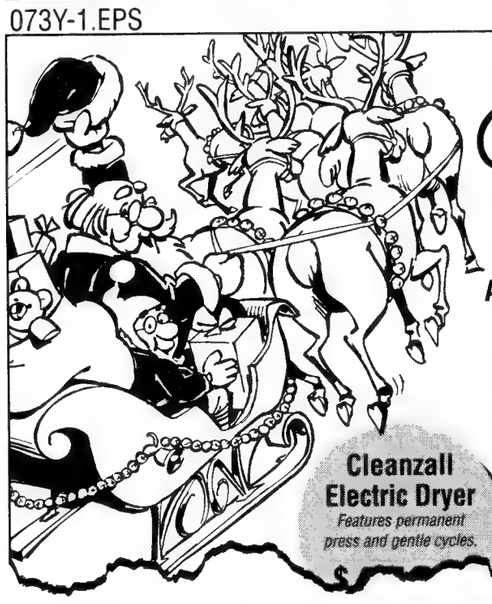
HEADLINE DEC. 92 PRINT MEDIA SERVICE



Jingle Bell BUYS

A Storewide Sale You Just Can't Miss!

If you're dreaming of a quality major appliance for Christmas, then right now is the time to get it!

Cleanzall Electric Dryer
Features permanent press and gentle cycles.

Kentwood Gas Range
Self cleaning oven and easy-clean range top.
$449.99

Scrubbit Dishwasher
Features Energy Saver and Pot Cleaner cycles.
$250.99

072Y-1.EPS

RING IN THE SAVINGS

save up to 50% on *lots of items in every store!*

HURRY IN FOR LAST-MINUTE SAVINGS!

- *Ferguson Furs*
- *Sally's Ski Shop*
- *Cappuccino Cafe*
- *Just 4 Moms & Kids*
- *Hollywood Hair Design*
- *Cook's Book Nook*
- *Brandon-Weider*
- *Bloomington's*

- Extended hours: Monday–Friday 9 a.m.–10 p.m., Saturday 10 a.m.–9 p.m., Sunday 10 a.m.–7 p.m.
- While-you-wait gift wrapping available for a nominal fee at the Plaza Offices, between Cook's Book Nook and Cappuccino Cafe. Proceeds will benefit the Civic Charities Children's Fund.

Your Place For Incredible Service, Selection, And Value Every Day!

Forest Park Plaza
2820 N. Linden Parkway
Take Rte. 94 to Exit 39-A

076Y-1.EPS
HEADLINE DEC. 94 PRINT MEDIA SERVICE

Holiday MADNESS Sale

Prices So Low We've Got To Be Crazy!

Regular $749.99 Tantrasonic Video Camera	$599.99
Regular $329.99 Tantrasonic 4-Head VCR	$229.99
Regular $999.99 VisionTime Big Screen TV	$859.99
Regular $169.99 Leme Cassette/CD Shelf System	$99.99
Regular $99.99 VisionTime PocketPort TV	$65.99
Regular $49.99 Leme CD Personal Stereo	$25.99

Hurry! Quantities are limited, so shop early for the best selection. Sorry, no rainchecks.

FREE PARKING
At the rear of the building

ElectriCity
272 S. Wimpole • M–S 9–9

078Y-1.EPS
"CHRISTMAS" DEC 89 PRINT MEDIA SERVICE

Christmas SALE

Find incredible values on top quality clothing for your family!

Everything from outerwear to underwear is marked down to rock-bottom prices just in time for holiday gift giving. Here are just a few of the super deals!

- Men's blizzard parkas – $89
- Men's wool sport coats – $59
- Women's silk blouses – $23
- Women's leather purses – $29
- Girls' denim dresses – $20
- Boys' dress chinos – $17

Hurry! This sale ends Saturday!

Bundle Up And SAVE 25% On Selected Items

Abney Coat Factory
Glenbrook Mall • 555-8888

074Y-1.EPS
HEADLINE DEC. 93 PRINT MEDIA SERVICE BURST AUG. 93 PRINT MEDIA SERVICE

Joyful Jingles

Let Us Help You Keep More Of That Extra Pocket Change In Your Hands!

Prices on all pre-owned, leased, and new vehicles are drastically slashed for one big week!

1996 Gratton Deluxe Station Wagon	$24,995
1996 Genghis Khan Sedan	$19,995
1997 Piñata Pasa Coupe	$21,995
1997 Tonda Road Van	$22,995
1996 Gratton Luxuria Convertible	$26,995
1997 Kubla Khan 4x4	$22,995
1997 Tonda Deluxe Minivan	$20,995
1997 Piñata Pueblo Station Wagon	$17,995
1996 Texxus Miranda LE	$18,995
1997 Genghis Khan Convertible	$20,995
1996 Texxus Contrativa Sedan	$23,995
1995 Konno Minivan	$15,995
1995 Kubla Khan 4x4	$15,995
1994 Texxus Ace Sedan	$18,995
1993 Konno Massa XK7	$13,995
1988 Texxus Miranda LE	$10,995
1987 Gratton Wagoneer	$9,995
1990 Genghis Khan Van	$11,995
1989 Tonda Road Van	$8,995
1994 Gratton Station Wagon	$15,995
1992 Tonda Station Wagon	$13,995
1993 Piñata Pasa Coupe	$14,995
1990 Genghis Khan Sedan	$11,995

Loaded With Savings!

The best place in town for the best deals on hot wheels!

TUCKER AUTO
8383 Garman Blvd.
555-6767

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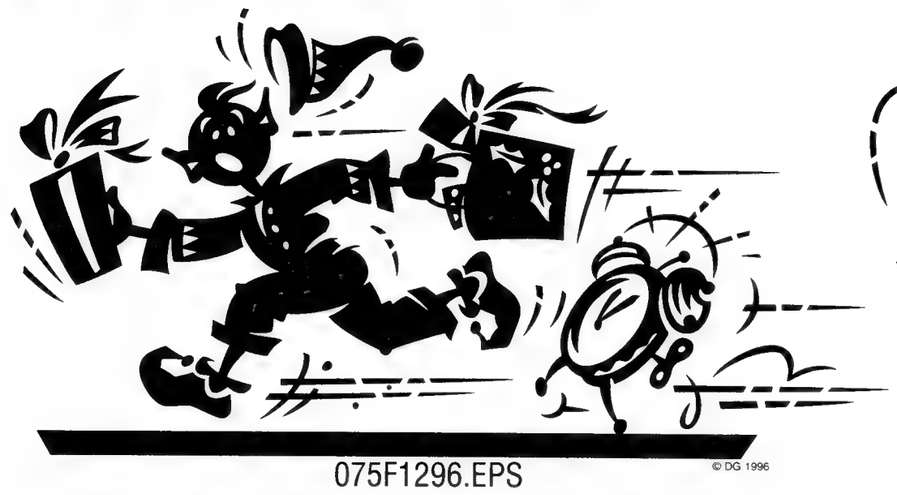

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KID'S NIGHT only

After visiting with Santa, drop your kids off at KIDZSTORE!

Your kids can buy gifts for anyone on their list with assistance from one of our adult helpers.

Proceeds go to the Area Kid's Charity Fund.

Open from 6 to 9 p.m.

All merchandise will be priced

$1, $2, $3, $4, & $5

All purchases will be gift wrapped FREE of charge!

HIGHPOINT MALL

049Y-1.EPS

Some Things Never Change

We still remember what an old-fashioned Christmas is like. So, we help you make decorating your home for the holidays into an expression of your love and affection for family and friends. Experience it today.

Regency Greetings
17 pica square
kirlin, ia • 311-555-3214

050Y-1.EPS

HEADLINE NOV. 95 PRINT MEDIA SERVICE

Blessings

Bible Study Book Sets

Help make the Old and New Testaments easier to understand.

$21.99 + tax

Christian Book Store
Concorde Square Center

052Y-1.EPS

Share the Warmth

Donate a child's winter coat that's in good conditon to The Help House and get

1 FREE Admission

to any Saturday or Sunday matinee. Offer ends 12/31.

PALACE THEATRE
231 PLAZA HEIGHTS

051Y-1.EPS HEADLINE NOV. 95 PRINT MEDIA SERVICE WOOD TEXTURE NOV. 96 CLIPPER

054Y-1.EPS BORDER SEPT. 95 CLIPPER

TRIM a TREE sale

Prices on everything from miniature tree lights to blown glass ornaments are reduced through this Saturday only! Don't miss out on these bargains!

Up to 75% off

Green Gables
555-6574

052Y-2.EPS

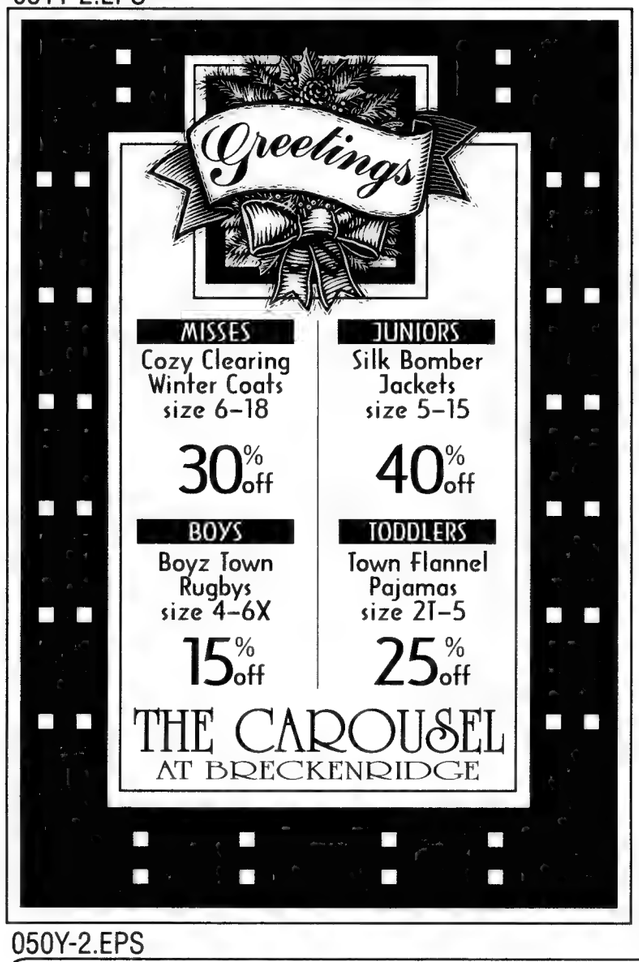
In Light of the Season...

...we will now open an hour earlier and close an hour later to make last-minute holiday shopping more convenient for you!

Extended Hours:
Mon–Sat.
7 a.m.–11 p.m.
Sunday
8 a.m.–6 p.m.

Village Market
125 E. Sullivan
555-9635

051Y-2.EPS



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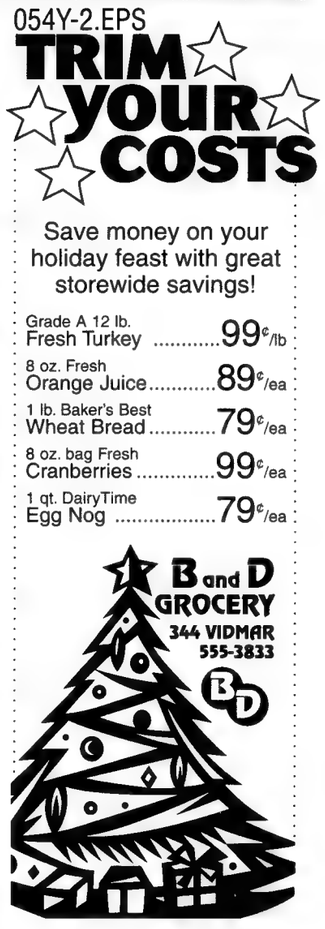


049Y-2.EPS HEADLINE DEC. 93 PRINT MEDIA SERVICE

Holiday Specials

- Haircut & Blow-Dry Special $17.00
- Scalp Treatment Special $20.00
- Spiral Perm Special $31.99
- Foiling Highlights Special $34.00

Walk-ins are welcome, but an appointment is recommended.

The Style Shoppe
515 Abby Ln. 555-6345

050Y-2.EPS

A Christmas present is more than just a gift, it's a lifetime memory. It holds the spirit of giving that will carry us through the year.

All 14k gold jewelry is on sale now! Thru Saturday, prices on shiny stocking stuffers are now reduced

20–50%

Special financing and layaway available.

Carlton Jewelers • 1010 Westlake Plaza • 555-9223

053Y-2.EPS

YULE BE SAVING BIG!

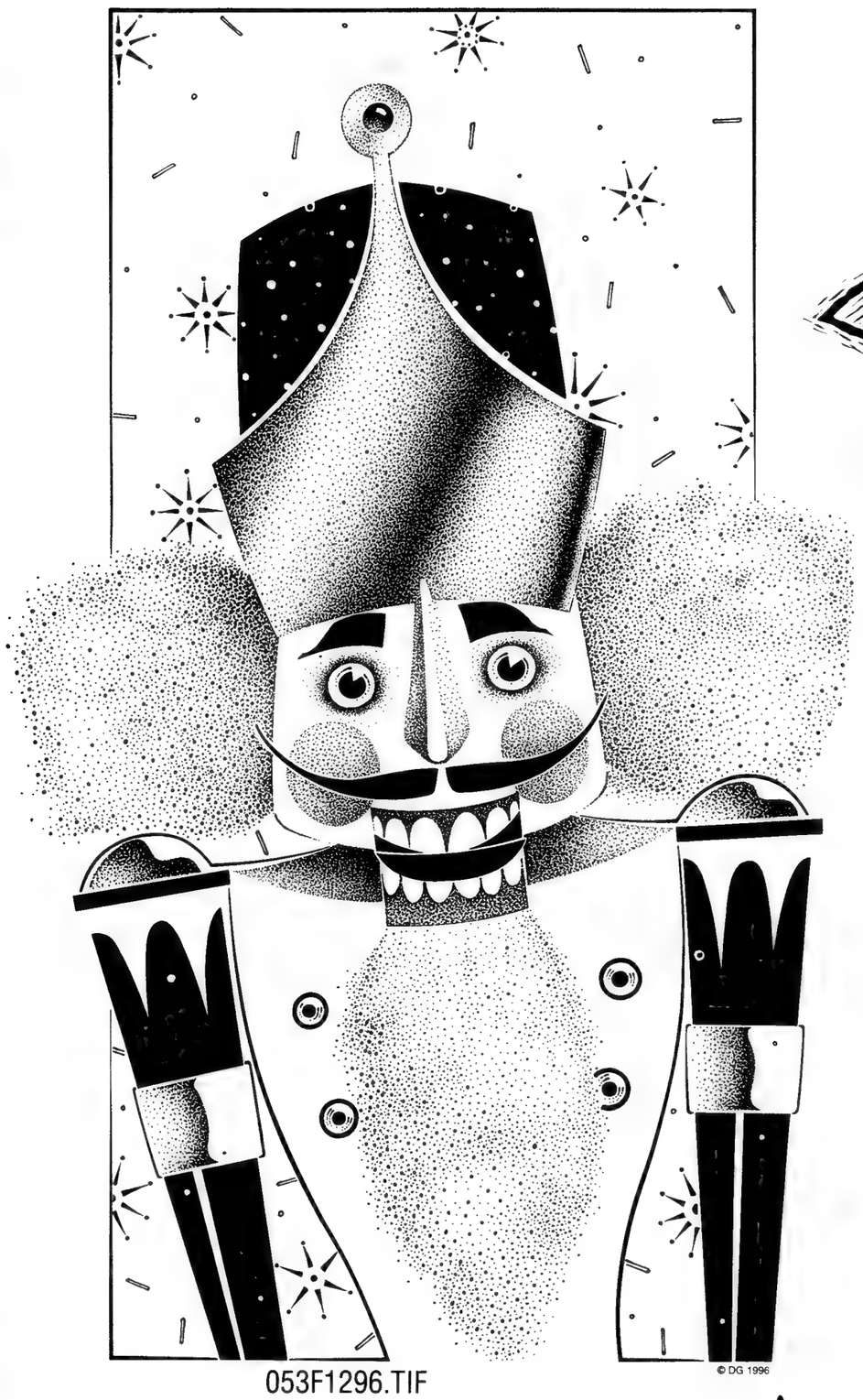
on everything in the store

TAKE AN ADDITIONAL 15% off

Just put your holiday gift purchases our ***FORWARDCARD*** and get cash back on ***anything*** in the store that is regularly priced, clearance priced, or sale priced!

Offer valid through December 24th.
This offer not valid on layaway purchases.

FASHION FORWARD Farnham Plaza 555-8732



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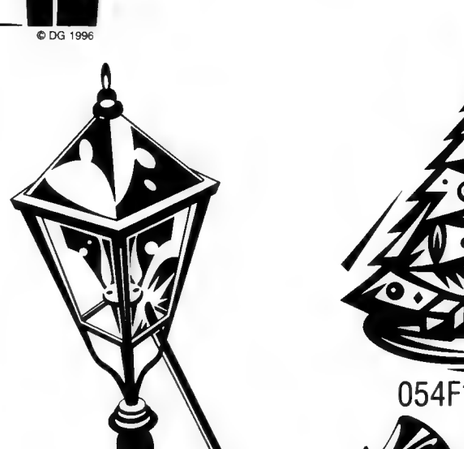

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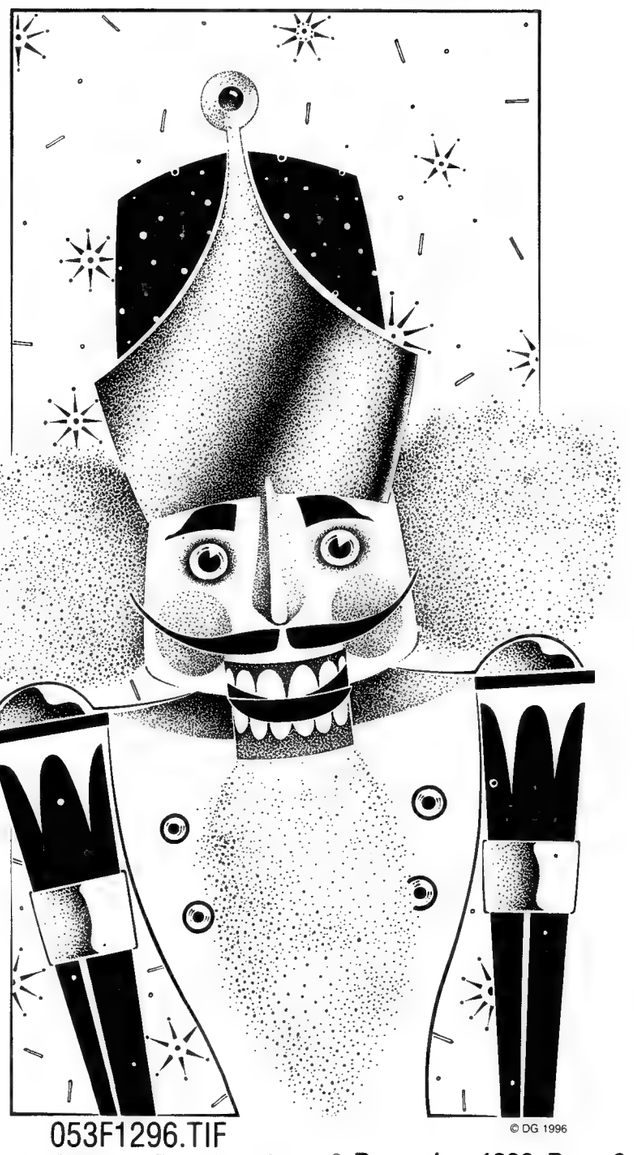

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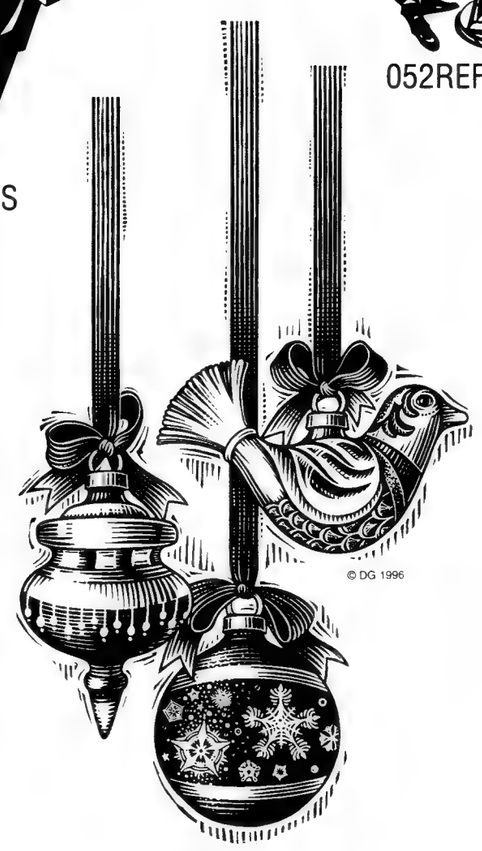

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SMILE & SAY

SAVINGS

You Always Find The Best Holiday Bargains With The Sunday Buyer's Guide Inserts

The hottest prices on the most popular gift items are easy to find! Just check out the Buyer's Guide Inserts in the Sunday Edition! It makes holiday shopping easier on you *and* your budget!

REPUBLICAN JOURNAL
555-9827

086Y-1.EPS

HEY, OVER HERE!
HAVE WE GOT A DEAL FOR YOU

$5.00 off Your Next Bill (with this ad)

Just Clip & Save Now Thru 12/31

You look your best with clothes that are professionally dry cleaned!

For over 25 years, more people have taken their clothing to the best dry cleaners in town. That's us!

SURRAYS DRY CLEANERS
960 N. MINIER AVE.•555-9261

BURST APR. 93 PRINT MEDIA SERVICE

Everything You Need...

One-Stop Shopping For All Of The Gifts On Your List!

*O*ne-stop shopping is easy when you shop with us! Find everything from clothing, to power tools, to major appliances at our everyday rock-bottom prices. We carry a super selection of the highest-quality brand names, our customer service is second to none, and you won't find lower prices anywhere else on any item we have in stock. If you do, we'll beat that price by 10 percent! Plus, we offer special on-site financing on big-ticket items to qualified buyers. See why so many people keep coming back again and again. Stop in and shop today!

50% off Perfecto Partyware

30% off Aylward Gift Wrap

Wendler Super Tool Sets $12.95

SuperGal Twin Sheet Sets $9.95

Children's Book Sets $7.95

Sale Ends Sunday

Baxters DISCOUNT
7921 W. Fourth Ave. • 555-8024

Fruit Fragrance **Bath Gift Set**	$6.99
Men's Travel **Shaving Kit**	$5.99
6-pk. Boys' **Tube Socks**	$4.99
6-pk. Girls' **Lacy Anklets**	$4.99
Assortment of 6 **Shirt Boxes**	$2.99
Fruit Scented **Jar Candle**	$2.99
3-pk. Mini Toy **Race Cars**	$1.99
Fashion Forward **Doll Clothing**	$2.99
100% Cotton **Bath Sheet**	$7.99
Women's Flannel **Nightgown**	$9.99
3-pk. Men's **Underwear**	$3.99
6-ct. Assortment **Gift Bags**	$2.99

092Y-1.EPS CHRISTMAS TREE TEXTURE SEPT. 93 CLIPPER

090Y-1.EPS

Make Christmas Shopping Easy... Let Us Do The Wrapping!

IT'S A

FREE Gift Wrap With $50 Or More Purchase

Make holiday shopping a breeze! You get the best prices on fine jewelry, electronics, small appliances, sporting goods, home furnishings, housewares, collectables, personal computers and peripherals, and so much more, *plus* we gift wrap any purchase you make worth $50 or more–free!

SERVICEMart
2034 W. JERSEY STREET • 555-9017

W·R·A·P

086Y-2.EPS

MONEY FEB. 92 PRINT MEDIA SERVICE

MAD MONEY SALE

Save Like Mad with QuickStart Coupons Below

- Oil & Filter Change
- Lube Job
- Transmission Checkup
- 12-pt. Tune-Up & Safety Check

Get fast, efficient, professional service with quality auto parts–right here! Schedule your appointment now.

MAD MONEY — Offer Expires 12/31/97 — $5.00 off your next oil change — Not Good With Any Other Offer — QuickSTART Auto Service — 3402 S. Hill St. 555-9705

MAD MONEY — Offer Expires 12/31/97 — $5.00 off your next lube job — Not Good With Any Other Offer — QuickSTART Auto Service — 3402 S. Hill St. 555-9705

MAD MONEY — Offer Expires 12/31/97 — $10.00 off your next tune-up — Not Good With Any Other Offer — QuickSTART Auto Service — 3402 S. Hill St. 555-9705

MAD MONEY — Offer Expires 12/31/97 — FREE winter car safety checkup — Not Good With Any Other Offer — QuickSTART Auto Service — 3402 S. Hill St. 555-9705

092Y-2.EPS HEADLINE DEC 95 PRINT MEDIA SERVICE

Gifts Galore!

Find The Gift For The Person Who Has Everything

Save 20–30% on selected gifts items... Through this Saturday, save on a wide variety of gift items throughout the store. Everything from stunningly beautiful crystal sculptures from Pavlova, to intricately carved jewelry made from the rarest of Russian amber, to the exquisitely detailed porcelain for which St. Remy is so rightfully famous–all this and more is on sale. We even make it easy to shop for all of those positively picky people who are on your gift list. Just ask our friendly, helpful staff for some great ideas that will fit your budget. Get your purchases gift wrapped in our holiday wrap free of charge. But hurry! This super sale ends soon.

Sophies Cards & Gifts
8920 W. Meadows Ave.
555-3324

Open Mon.–Fri. 9–5
Sat. & Sun. 10–6

We accept Blastercard, Piza, & Traveler's Club.

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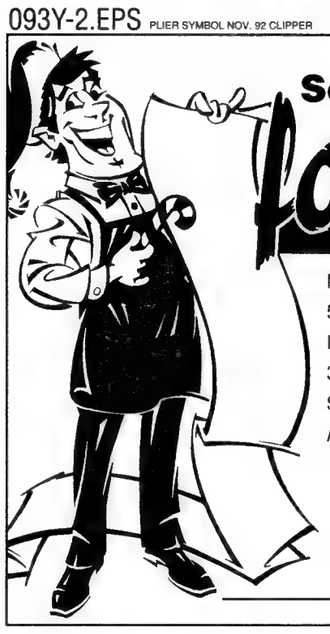

Something for everyone!

If it's on your list, then we have it.

Murphy Claw Hammer	$8.99	39-Piece Drill Bit Set	$18.99
50 ft. Power Cord	$7.99	Rechargeable Drill	$48.99
Locking Plier	$7.99	289-Piece Tool Set	$48.99
3 Vial 24-In. Level	$7.99	1/3 Finish Sander	$58.99
Screwdriver Set	$10.99	2 1/2 HP Circular Saw	$68.99
Aims Staple Gun	$14.99	Reciprocating Saw	$88.99

Where Value Counts

SMITHVILLE HARDWARE
402 W. GINNY AVE. • 555-9820

093Y-1.EPS CHECK MARK DEC 92 CLIPPER

Checking it twice

- ❑ Stocks
- ❑ Bonds
- ❑ Savings Bonds
- ❑ Mutual Funds
- ❑ CDs
- ❑ IRAs
- ❑ Trusts
- ❑ Money Markets

With All Of Those Holiday Bills On The Way, It's Time To See Where You Stand Financially

If you've reviewed your investments, and have decided that you need a better return on them, then call us today. Together, we can find the best combination of short- and long-term investment options to produce the result you need.

We're Here To Help You! CALL 1-800-555-9552

Get Help From The Investment Experts!

WE GET BETTER RETURNS!

Jack P. Smith FINANCIAL

092Y-3.EPS

HEADLINE JULY 93 PRINT MEDIA SERVICE

Sack Some Savings!

This is the right time to bag big bargains for the holiday season

Do you have all of the supplies you need for wrapping gifts? Sending greeting cards? Throwing the perfect party? No? Then come and get them now while prices are low.

Come Stock Up While Quantities Last!

20 ct. Boxed Cards	$4.99
Pillar Candle	$2.79
50 ct. Party Plates	$2.59
50 ct. Party Glasses	$2.59
50 ct. Party Napkins	$2.59
Holiday Tablecloths	$6.99
Bag of Bows	$2.99

Find It All Here!

Widmer Variety
3092 N. Yates Ave.
M–S 9–9 • 555-8564

087Y-2.EPS

SHOPPING MANIA

The Perfect Gift

Wrap up your Christmas shopping at the Customer Service Booth in Center Court. It's so convenient! You can have your gifts wrapped for a nominal charge while you wait, or drop them off as you shop and pick them up later.

Arts & Crafts Forever

Join us for The Tenth Annual Arts & Crafts Show and Sale where over 100 vendors will display their wares. Come shop, browse, and take home something unique!

Just For The Kids

Let your kids get Christmas gifts for everyone on their list *and* help needy children in our area. The Kids' Gift Shop features items that cost from 50¢ to $5.00 each. Your child is guided through the store by an adult helper, who then tallies and wraps their purchases for them. All proceeds from The Kids' Gift Shop will benefit the Children's Charities Fund.

Gift Certificates

Gift certificates are always the right size, color, and style! They come in denominations from $20 to $300, and are available at the Customer Service Booth in Center Court.

Extended Holiday Hours

For your convenience, we will be open Monday through Saturday from 9 a.m. to 10 p.m., and Sunday from 10 a.m. to 7 p.m.

EASTON MALL

Bergin Place. JP MacMurray. Foxx Tale Speers. and over 50 more fine specialty stores

9820 McDowell Expressway Take I-89 South to Exit 23

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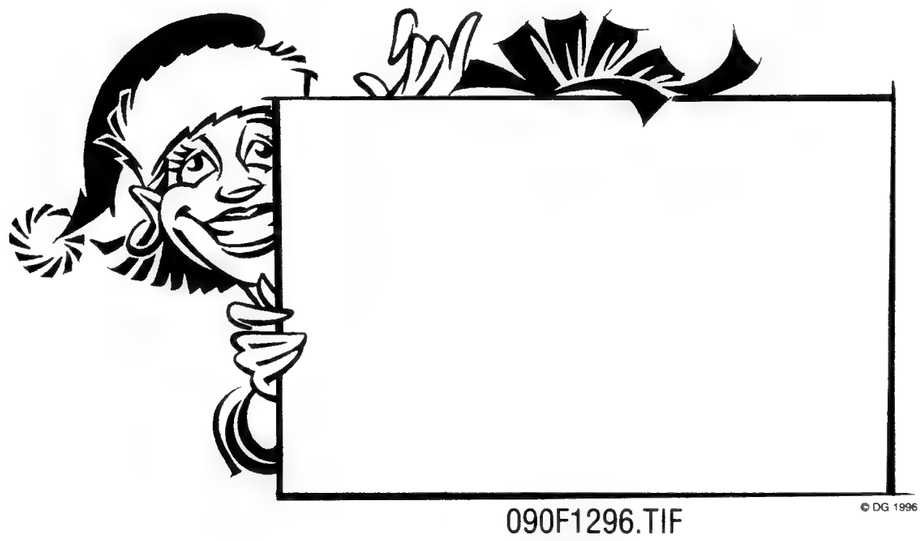

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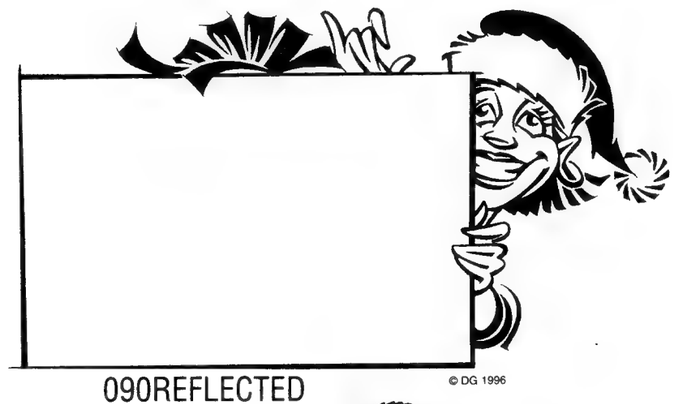

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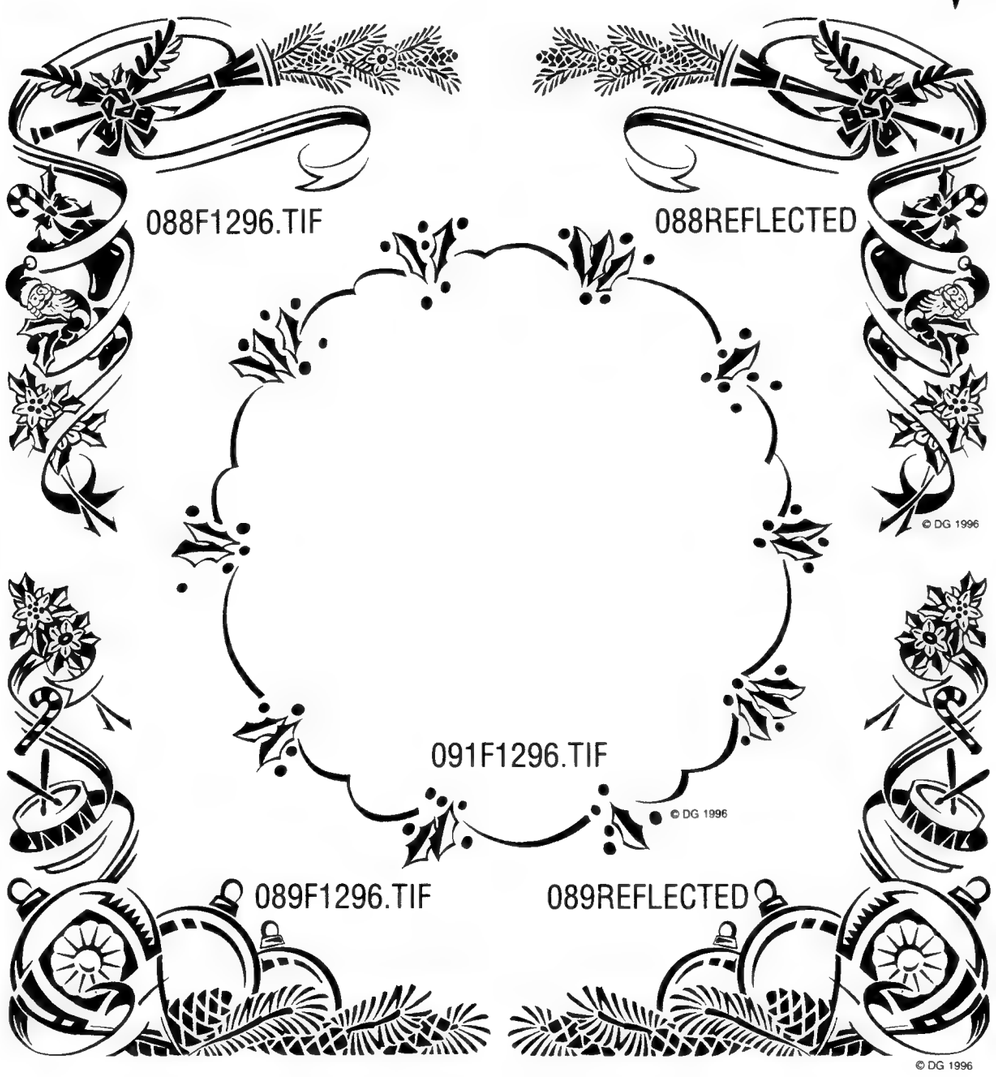

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084Y-1.EPS HEADLINE MAY 95 PRINT MEDIA SERVICE

Give Something Special

Don't Forget Those In Need This Holiday Season

Support These Worthy Organizations

HOUSE OF HOPE FOOD PANTRY
4403 S. Addison Ave. • 555-9067

ST. MARTIN'S MISSION
953 W. Monroe Blvd. • 555-5734

SOUTHSIDE SOUP KITCHEN
3474 N. North St. • 555-3407

MERCY MISSION
283 E. Percy Rd. • 555-4264

Sponsored by The Civic League

081Y-1.EPS HEADLINE DEC. 93 PRINT MEDIA SERVICE

081Y-2.EPS

SHARE THE SPIRIT

'Tis the season for giving...

...and, in that spirit, we would like to take this moment to give our thanks to loyal customers like you! It's your continued support and patronage that have helped us be successful for over 50 years. May you, and those who are dear to your heart, have a safe and joyous Christmas season and the happiest, healthiest, and most prosperous New Year you've ever known.

Happy Holiday Greetings From Our Staff and Their Families!

Wilson Jewelers
734 S. Jordan Avenue
Mon.–Sat.9–9 • 555-9041

082Y-1.EPS HEADLINE NOV. 94 PRINT MEDIA SERVICE

A TIME TO Give Thanks

Our management and staff would like to thank you for your loyal patronage during 1996.

May you and yours have a blessed holiday season.

Merry Christmas and Happy New Year!

MOSSVILLE HARDWARE
392 Westwind Ave. ✯ 555-9271

084Y-2.EPS

PEACE

083Y-1.EPS

READ THE WORD and Understand

Now you *can* read and understand every verse of the bible with the new ***Layman's Study Bible.*** Get all of the explanations and details you need in language that is really simple to understand.

Layman's Study Bible

on sale now for only

$39.99

The Christian book store that really gives you more.

Parsons
Bookstore

4002 N. PIONEER AVE. • 555-9612

082Y-2.EPS

Celebrate His Birth

Special Holiday Services

Christmas Eve Service, Dec. 24th–6 p.m.
Midnight Service, Dec. 24th–Midnight
Christmas Dawn Service, Dec. 25th–6 a.m.
Christmas Services, Dec. 25th–8 & 11 a.m.

Come join us for special worship services to honor the birth of our Savior!

Grace Bible Church
565 N. Edmond Ave. ✞ 555-9421

085Y-1.EPS HEADLINE DEC. 93 PRINT MEDIA SERVICE

Happy HANUKKAH

Warmest Wishes To You For A Happy And Healthy Hanukkah!

At this special time of year, we would like to take a moment to thank you for your continued patronage throughout the past year. May you and yours have a blessed holiday season and a joyful and prosperous new year. Shalom!

COUNTRY
INDEPENDENT INSURANCE AGENCY

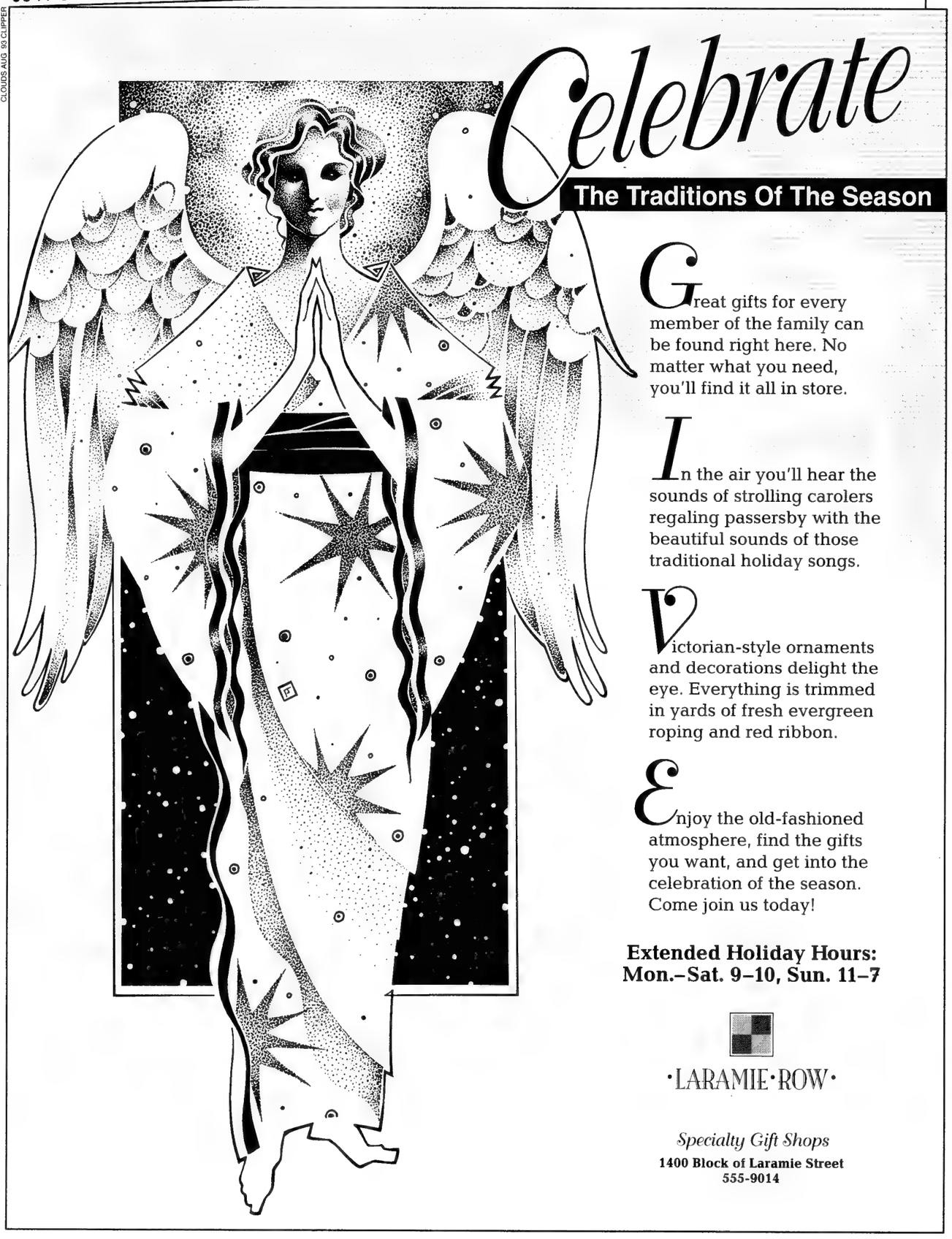
442 N. AGATHA ST. • 555-8631

083Y-2.EPS

P•R•A•I•S•E

HIS NAME

084Y-3.EPS CLOUDS AUG. 93 CLIPPER



Celebrate

The Traditions Of The Season

Great gifts for every member of the family can be found right here. No matter what you need, you'll find it all in store.

In the air you'll hear the sounds of strolling carolers regaling passersby with the beautiful sounds of those traditional holiday songs.

Victorian-style ornaments and decorations delight the eye. Everything is trimmed in yards of fresh evergreen roping and red ribbon.

Enjoy the old-fashioned atmosphere, find the gifts you want, and get into the celebration of the season. Come join us today!

Extended Holiday Hours:
Mon.–Sat. 9–10, Sun. 11–7

·LARAMIE·ROW·

Specialty Gift Shops
1400 Block of Laramie Street
555-9014

081Y-3.EPS HEADLINE DEC. 95 PRINT MEDIA SERVICE

Glad Tidings

Come celebrate the real reason for the season at our Living Nativity on Saturday, December 21st, from 7:00 to 9:00 p.m. in our parking lot.

Take War Memorial Drive North to Altamont, turn left, and follow the signs to our Living Nativity. Admission is free, but goodwill offerings will be collected for our Soup Kitchen. Call 555-6737 for details

Sponsored by
Holy Family
•CHURCH•

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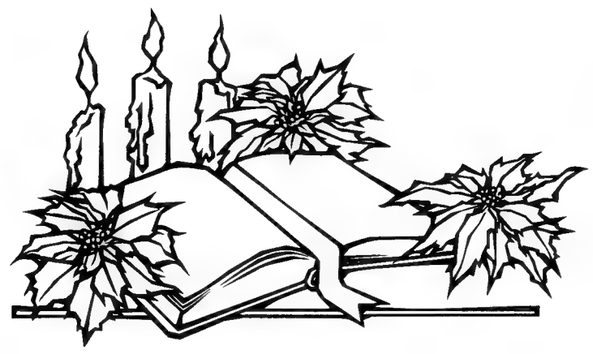

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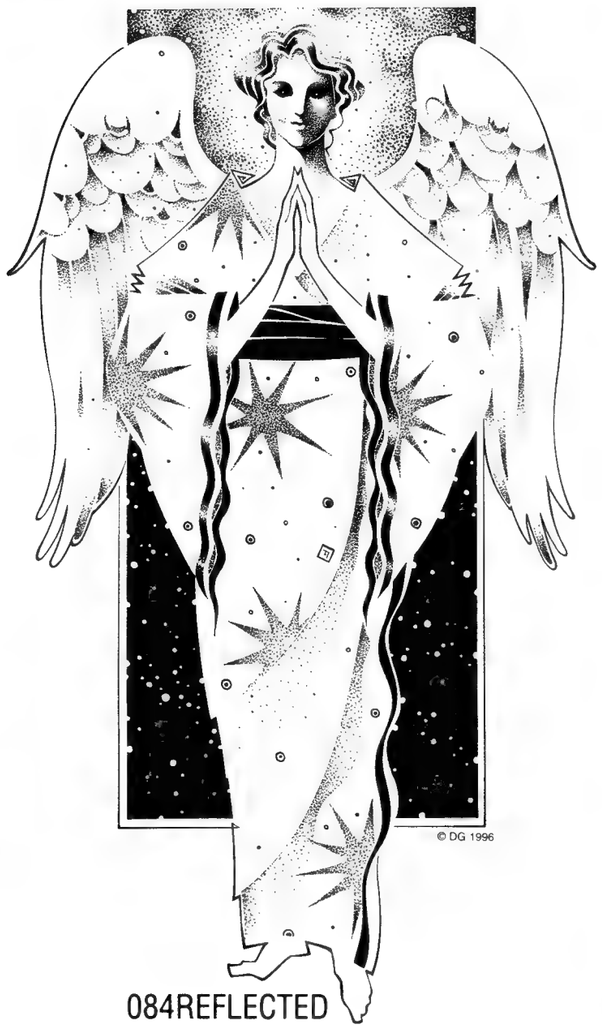

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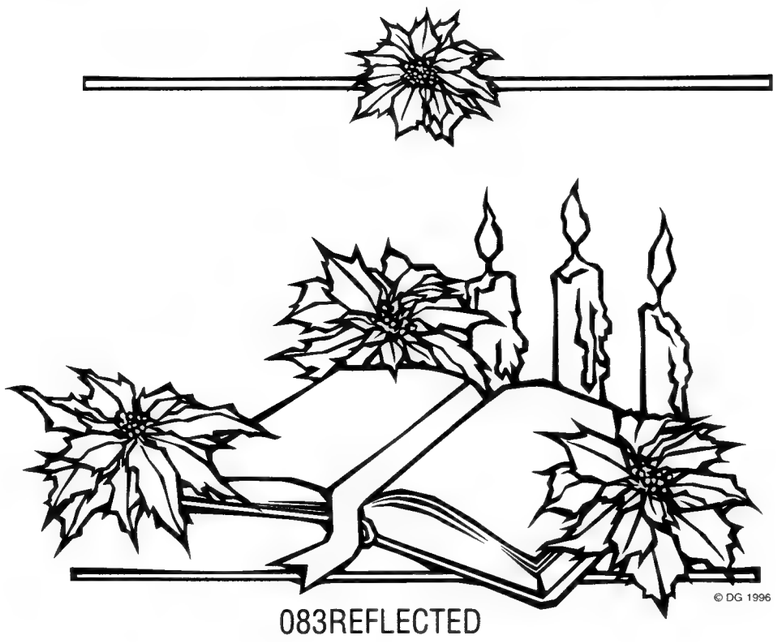

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069Y-1.EPS HEADLINE AUG. 89 CLIPPER BALLOONS, CONFETTI DEC. 95 PRINT MEDIA SERVICE

HOLIDAY Happenings

Join Us For Fun Filled Holiday Evenings!

Tuesday Night Dinner Special
1/2 fried chicken dinner w/salad and potato
$8.99

Thursday Night Dinner Special
8 oz. prime rib dinner w/salad and potato
$9.99

Friday Night Dinner Special
All-you-can-eat catfish w/salad and potato
$9.99

Looking for great food for your company's holiday party? Let us help! We can cater anything from

Planning a last-minute holiday party? There are still a few dates open to rent our Party Room. It comes complete

061Y-1.EPS "CLEARANCE SALE" JAN. 95 PRINT MEDIA SERVICE BURST AUG. 93 PRINT MEDIA SERVICE

Don't Miss Our Year-End

clearance Sale

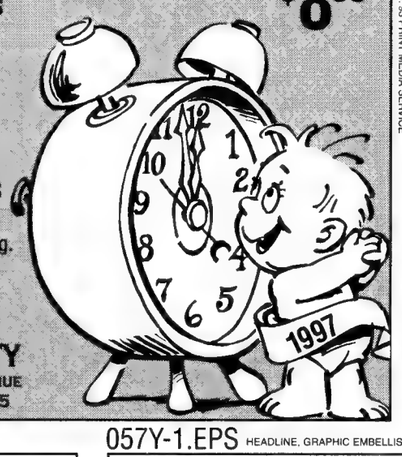
Sale ends 12/31/96.

Time Is Running Out! These Spectacular Year-End Savings Won't Last Forever

Ace Ornament Kits
Beaded ornaments in a variety of styles and colors. Now
$8.99

Xmas Mini Lights
100-ct. string multi- or solid-colored bulbs.
$4.99

Xmas Tablecloths
Disposable tablecloths, one solid, one print per pkg.
$4.99



TAYLOR VARIETY
2201 North Majestic Avenue
Mon.–Sat. 9–9 • 555-8315

WINTER Warmup SALE

Start the new year with great savings for your whole family!

25% Off Selected Merchandise!

• Outerwear • Lingerie • Sweaters
• Suits • Shoes • Accessories
• Jeans • Shirts • Pants
• Jackets • Underwear

Hayton Doddson
Hennipen Ave. • M–S 9–9

HEADLINE JAN. 95 PRINT MEDIA SERVICE BURST JAN. 92 PRINT MEDIA SERVICE

059Y-1.EPS

056Y-1.EPS HEADLINE JAN. 96 PRINT MEDIA SERVICE BALLOONS JAN. 93 PRINT MEDIA SERVICE

Celebrate

WITH GREAT SAVINGS!

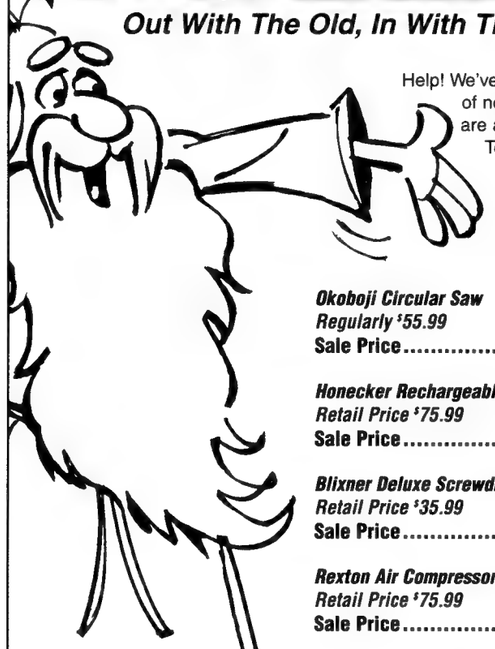
Through this Saturday only, save from 25 to 50% on selected clearance merchandise in every part of the store!

067Y-1.EPS

Inventory Reduction

SALE

Out With The Old, In With The New!



Help! We've ordered lots of new items that are arriving daily! To make room for them, we need to sell lots of items currently in inventory.

Okoboji Circular Saw
Regularly $55.99
Sale Price..... $39.99

Honecker Rechargeable Drill
Retail Price $75.99
Sale Price..... $59.99

Blixner Deluxe Screwdriver Set
Retail Price $35.99
Sale Price..... $29.99

Rexton Air Compressor
Retail Price $75.99
Sale Price..... $59.99

Hurry! Quantities are limited. Sorry, no rain checks.

TROY TRUE VALUE
456 Hacienda Blvd.
Mon.–Sat. 9–9
555-7777

058Y-1.EPS HEADLINE FEB. 94 PRINT MEDIA SERVICE

THE Fun Starts HERE!

It's Time To Celebrate
Take a break from the hectic holiday rush! Our Weekend Special includes a two-day, one-night stay in a luxury suite with all meals included.

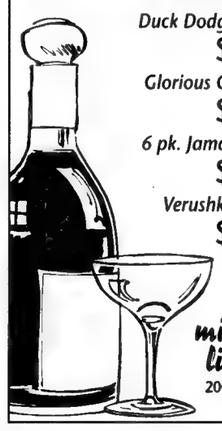
Hotel Domico
34 Toluca Blvd.
555-9878

066Y-1.EPS "JUST IN TIME" MAY 95 PRINT MEDIA SERVICE

The best bargains of the season

Just in Time

for your holiday celebrations!



Duck Dodgers Rum **$8.99**
Glorious Glow Gin **$7.99**
6 pk. Jamaica Beer **$5.99**
Verushka Vodka **$8.99**

michael liquors
200 N. Main
555-9090

057Y-1.EPS HEADLINE, GRAPHIC EMBELLISHMENTS DEC 95 PRINT MEDIA SERVICE

HAPPY NEW YEAR!

Have a great time but • PLEASE DON'T DRINK & DRIVE!

With all of the holiday parties that are going on at this time of year, it's easy to get caught up in the festivities.

Before you go to any party or gathering where alcohol is involved, please choose a designated driver, or make other arrangements to get home safely.

We really care about your safety!

DUVALL INSURANCE
4565 Forest Hill Drive • 555-8798

068Y-1.EPS HEADLINE NOV. 95 PRINT MEDIA SERVICE

Shopper Stoppers

Save from 50-65%

Designer & Brand Name Maternity & Children's Clothing

Misses & Plus Size Maternity T-Shirts..... $9.99
Misses & Plus Size Maternity Jeans..... $22.99
Misses & Plus Size Mate[illegible] Leggi $14.99
Boys' & Girls' Styles Denim Infants' Bib Overalls..... $10.99
Boys' & Girls' Styles Infant Knit Creepers..... $9.99
Girls' Solid-Colored Corduroy [illegible]pers..... $14.99

070Y-1.EPS HEADLINE JAN. 95 PRINT MEDIA SERVICE GRAPHIC EMBELLISHMENTS FEB. 95 CLIPPER

HOLIDAY

ENTERTAINING

All Dressed Up & Ready to Go?

Make your reservations now to join us for the biggest New Year's Eve celebration in town!

Welcome the New Year 1997 in grand style! First, you and your friends, or that special someone, can join us for a seven-course gourmet dinner. Then, enjoy an evening dancing to great live music by Dayglo, a champagne toast at midnight, terrific prize giveaways all night long, and a grand prize giveaway of a trip for two to the Bahamas. What a party!

Party & Dinner: **$89** *per couple* *(Includes cost of meal)*
Party Only: **$69** *per couple* *(Doesn't include meal)*

Save 10% when you make your reservations on or before Tuesday, December 17, 1996!

Dinner Served From 7 PM to 9 PM
Entertainment From 9 PM to 4 AM
Prize Drawings Start At 8 PM
Drink Specials All Night!

- *Champagne at Midnight*
- *Live Music by Dayglo*
- *Great Dinner Specials*
- *Mixed Drink Specials*
- *Party Hats and Favors*
- *Grand Prize: A Trip For Two To The Bahamas*

Casa D'Angelito
Located on the Waterfront of Lake Wauwasee
345 W. Timberdale Rd. • 555-7869

060Y-1.EPS

Happy New Year

We've got chairs, tables, and other party rental items. *Visit our party display rooms for some great ideas!*

Get everything you need for a spectacular holiday party!

Pkg. of 10 color coordinated Tin Noisemakers..... $5.29
Deluxe assortment for 10 Party Favor Package..... $12.99
3-pack of round Honeycomb Decorations..... $4.39
Roll of 20 colored Foil Throw Streamers..... $5.79
Pkg. of 15 Mylar New Year's Balloons..... $11.99
Pkg. of 30 solid colored Latex Balloons..... $5.99
Rental of small portable Helium Tank (per hour)..... $3.99

PARTY PALACE
5465 West Harrison Blvd.
Mon.–Sat. 9–8 • 555-3345

HEADLINE JAN. 95 PRINT MEDIA SERVICE CONFETTI DEC. 95 PRINT MEDIA SERVICE

055Y-1.EPS HEADLINE NOV. 89 PRINT MEDIA SERVICE

HOLIDAY Style

Celebrate The New Year In Old World Elegance!

- *Deluxe Suite with a Lake View*
- *Dinner for Two at La Belle*
- *Tickets to the Grand Ball*
- *Free Entry to Dancers Club*
- *Champagne Toast at Midnight*
- *Super Door Prize Drawings*
- *Package Price–$150 per person*

Make your reservations today!

WESTSIDE RESORT
654 Lakeside Blvd.
555-2550

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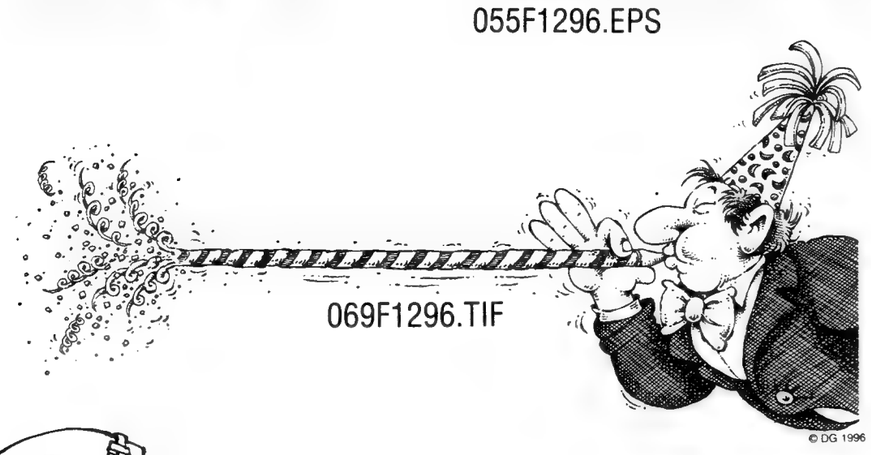

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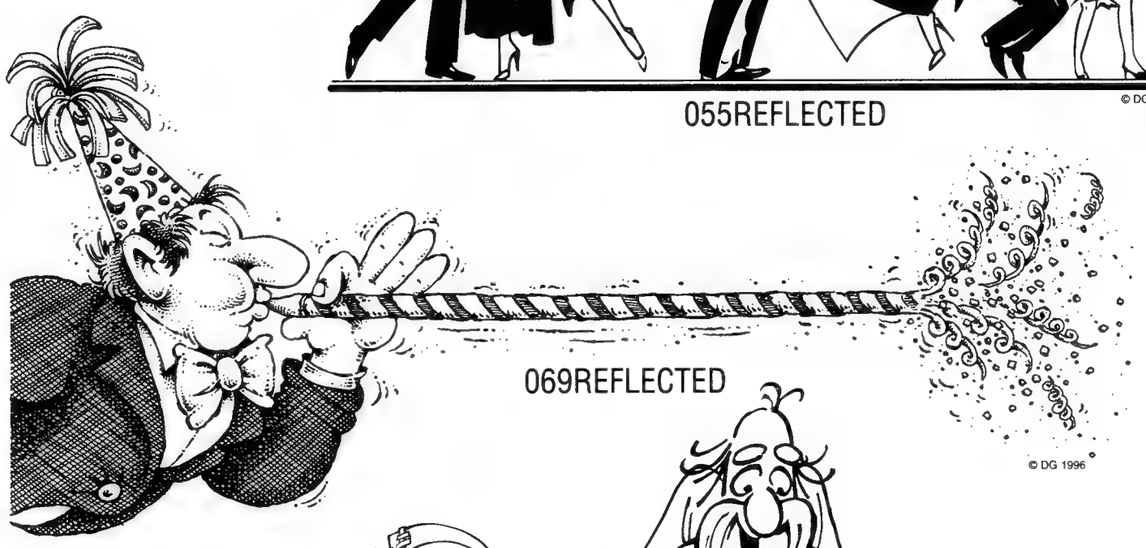

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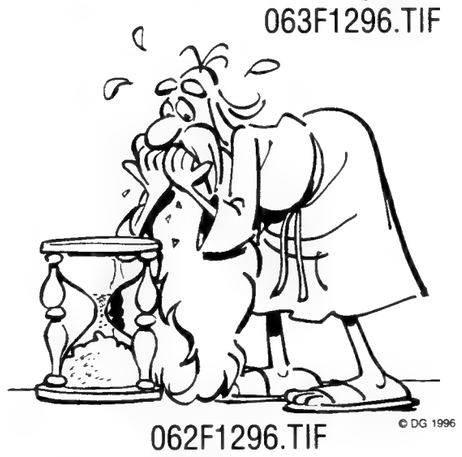

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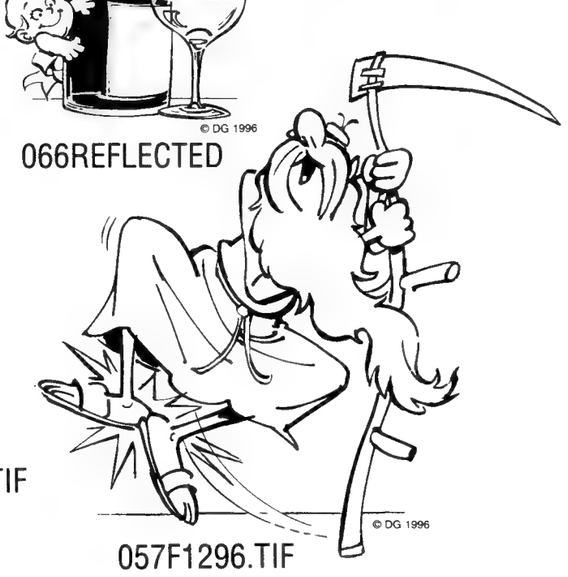

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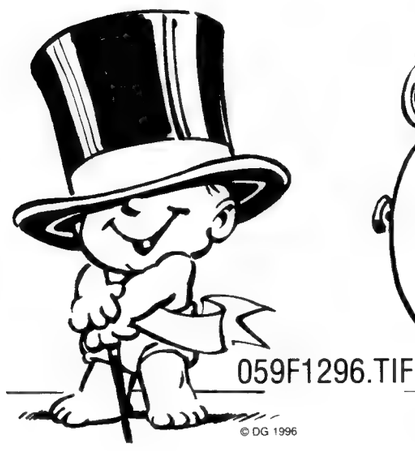

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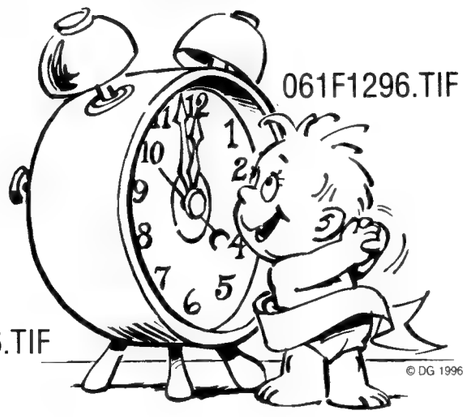

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008Y-1.EPS

Join the HOLIDAY CROWD

For Sensational Seasonal Savings!

DESIGNER
Dresses
Beautiful dresses for work, evenings out, and special occasions. A big selection of the latest designer fashion styles. Available in Plus, Misses, Junior, and Petite sizes.
Compare at $80 to $190
$39.90 to $94.90

SEASONAL
Men's Suits
Top quality Men's business suits in wool, wool blends, rayon, and rayon blends in both single- and double-breasted styles. Available in Regular, Extra Large, and Tall sizes.
Compare at $175 to $350
$99.90 to $199.90

BEAUTIFUL
Blouses
A variety of long-sleeved blouse styles in solid colors and prints. Made in 100% silk, cotton, and cotton blends, and rayon. Available in Plus, Misses, and Petite sizes.
Compare at $30 to $80
$14.90 to $39.90

PLENTIFUL
Pants
Men's dress and casual pants in classic solid colors and some tweeds. In wool, cotton/poly blends, and cotton. Available in Regular, Extra Large, and Tall sizes.
Compare at $60 to $120
$29.90 to $49.90

Barrington Quality Clothiers

The Place For Coats, Clothes, Accessories, & More!
3857 S. Peachtree Pkwy. • Open Mon.–Sat. 10–8, Sun. 11–5

HEADLINE SEPT 93 CLIPPER

010Y-1.EPS

SHOP SMART SHOP EARLY

From December 1st Through 15th, Save With Early Shopper Specials!

Pkg. Ribbon/Bows **$2.55**
3 pkg. Wrapping Paper **$2.95**
Boxed Holiday Cards **$4.65**
6 ft. Artificial Garland **$4.85**

Also available at up to 70% off:
Select ornaments and light strings

VISIT OUR FRESH CUT TREE STAND!

MILLARDTON VARIETY
On The Square • Mon.–Sat. 9 a.m.–9 p.m.

007Y-1.EPS

RINGS JAN 93 PRINT MEDIA SERVICE

Be sure to ask about our special holiday layaway plan for jewelry!

Surprise Her...

With A Gift That Will Last A Lifetime

Now thru December 25, save up to **40% on** all diamond engagement rings and wedding bands in 14K and 18k yellow or white gold, and platinum.

Plus, save from 10 to 30% on all in-stock china and giftware. Choose from Remington, Terend, Hemingstone and Von Leigh.

BRIMSTONE JEWELERS
2341 Goldfinger Boulevard
Mon.–Fri. 9–8, Sat. 10–5

009Y-1.EPS

THINGS

Get up to three hours of child care FREE!

Make holiday shopping a lot easier on you *and* your kids with help from our Kids' Club Care Center.

The Kids' Club Care Center provides free, on-site child care run by caring, licensed personnel. Just drop your kids off at the Kids' Club Care Center, located next to Pixie's Grocery, and we'll keep them busy and entertained for up to three hours while you shop. The Kids' Club is open thru Christmas Eve from 10 a.m. to 8 p.m. on weekdays, and from 10 a.m. to 6 p.m. on weekends.

Free will donations are welcome, but not required. Proceeds will benefit the Metropolitan Children's Charity Fund and Kids' Care Programs.

WE'LL TAKE CARE OF THE LITTLE THINGS

PIEDMONT SQUARE
Special Services For Special Shoppers
At the corner of Piedmont and Toulon
Mon.–Fri. 10 a.m.–8 p.m., Sat. & Sun. 10 a.m.–6 p.m.

008Y-2.EPS

HEADLINE DECORATIVE HEADINGS AND ALPHABETS, VOL. 1

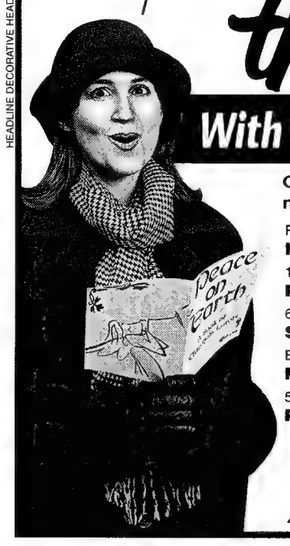
Hurry! These super low prices will last only until December 31st!

Deck the halls

With Sounds Of Savings

Get all of the holiday party goods you need for a song at your party center!

Pkg. of 20 multi-colored **Helium Balloons** **$2.85**
100-ct. box white **Plastic Silverware** **$3.25**
6-roll pkg. solid-colored **Streamers** **$2.85**
Bag of multi- or solid-colored **Metallic Confetti** **$3.75**
50-ct. pkg. solid-colored **Plates or Napkins** **$3.25**



PARTY PALACE
4656 East Essington Street • M–S 9–6

007Y-2.EPS MARBLE TEXTURE AUG 94 CLIPPER

Don't Miss Our Great

Anniversary SALE

Our Biggest Sale Of The Season Is Now In Progress!

Right now take **20-40% off** nearly everything in the store! Save on gift items like these:

- *European glassware sets*
- *Hand-thrown pottery pieces*
- *Solid colored stoneware & flatware*
- *Bath towels and bathroom accessories*
- *Throw pillows in solids and prints*
- *Wicker furniture and accessories*
- *Art glass perfume bottles*
- *Oversized coffee mugs*

Plus, don't miss our special year-end clearance sale! Save up to 70% on selected holiday items, decorations, glassware, and more.

Prices are good thru December 31, 1996.

Alia's Imports
Unique Gift Ideas & Interior Decorations
622 North Raleigh Avenue • M–F 10–10, S & S 11–7

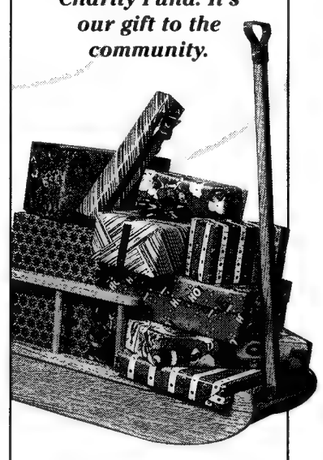
011Y-1.EPS

HEADLINE DEC 95 PRINT MEDIA SERVICE

A Special Wish For You

In this season of giving, we'd like to wish you and yours Happy Holidays, and thank you for helping to make this a very prosperous year.

Through December 31, open a new savings account and we will donate $5 to the Kids' Charity Fund. It's our gift to the community.



HERITAGE BANK
1080 East Main • 555-7600

008Y-3.EPS

WOW!

Look Your Best For The Holidays And Save!

Men's or Women's shampoo, haircut, and blow dry only

$9.95 reg. $14.95

when you present this ad!
Appointments are required.
Haircut Sale good thru December 31, 1996.

HIS 'N' HERS SALON
928 Wycliffe Road • 555-HAIR

009Y-2.EPS SNOWFLAKE OCT. 95 CLIPPER

Wonderful WINTER Sale

Bundle Up With Wild Winter Savings!

30% discount on almost **EVERY COAT** we have in stock!

Take an additional 10% off all in-stock kids' winter accessories, including mittens, gloves, scarves, knit hats, and earmuffs!

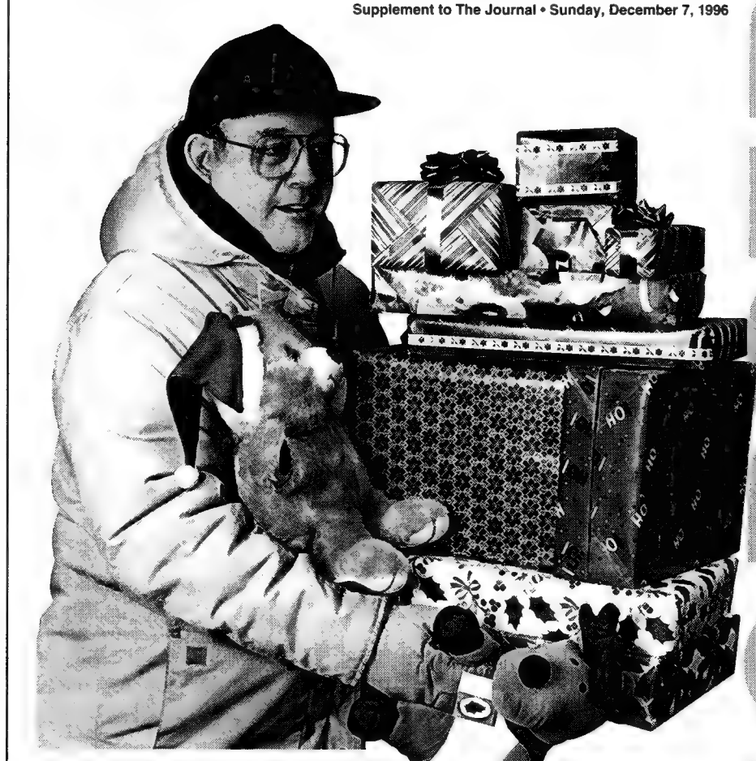
SALE ENDS DECEMBER 31, 1996.

FREE stuffed teddy bear with every $20 purchase

Kids' Zone
322 South Toy Drive • 555-KIDS • Mon.–Sat. 9–7, Sun. 10–4

010Y-2.EPS

Supplement to The Journal • Sunday, December 7, 1996



The HOLIDAY GUIDE

SHOPPER

Machesney Mall
133 N. Sheridan Rd.

011Y-2.EPS

HEADLINE NOV 95 PRINT MEDIA SERVICE BURST MAY 94 PRINT MEDIA SERVICE

We Have Something For EVERYONE

Hurry! This sale ends Friday, December 24th.

FREE GIFT WRAP WITH ANY PURCHASE OF $75 OR MORE

GIFTS FOR WOMEN

Save **20 to 40%** on Women's apparel including wool sweaters, separates, and suits. Also, save up to **30%** on selected women's fashion jewelry, leather pumps and boots, and fine leather purses by Risma.

GIFTS FOR MEN

Save from **20 to 40%** on Men's apparel including suits, jackets, dress shirts, and pants. Plus, save up to **20%** on Just-For-Him after-shave lotion and cologne, Regis power tools, and all in-stock Treeline fishing gear.

GIFTS FOR KIDS

Save from **20 to 40%** on Kids' apparel including dress clothing, casual clothing, sweaters, and winter coats. Also save **10%** on all stuffed animals, toy cars, trucks, trains, and all collectible Jenny Dolls.

Roland-Brenner
Northtown Hills Mall • South Century Plaza • Regalia Square

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THIS ART IS
PRE-SCREENED. SIMPLY
SHOOT AS LINE ART.

Photos are offered in 170 dpi and 300 dpi formats.
High-resolution (300 dpi) files are denoted with an "H" on your CD.

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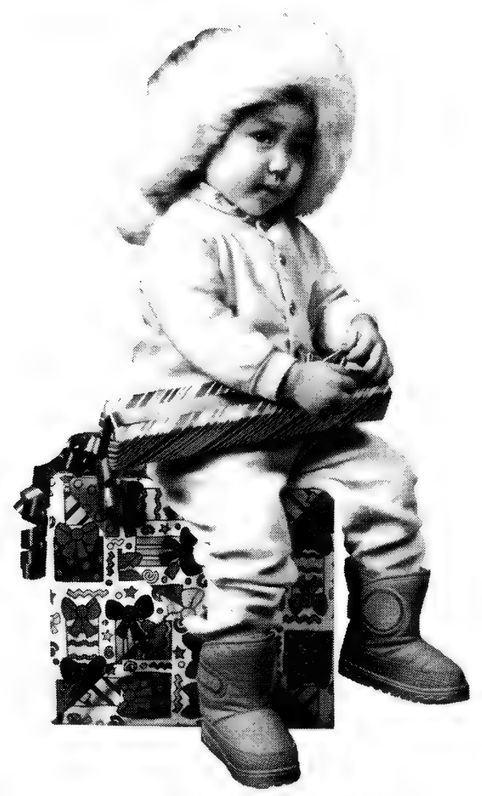

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'Cause You've Been Good This Year!

Prices are slashed throughout the store during the Santa Sale, this Thursday, Friday, and Saturday from 9 a.m.–9 p.m.

Look for bright red tags in every department. They indicate items with prices cut from **25–50%**

Misses Casual **Rayon Blouse**	$13.99	Plus Size **Swing Top**	$19.99	Boys' Hand-Knit **Ski Sweater**	$24.99
Misses Wool-Blend **Jumper**	$19.99	Plus Size **Wool Blazer**	$49.99	Boys' Slim Cut **Distressed Jeans**	$19.99
Misses Wool-Blend **Blazer**	$43.99	Plus Size Decorated Holiday **Velvet Vest**	$24.99	Girls' Pastel Knit **Sweater Set**	$22.99
Misses Floor-Length **Velvet Skirt**	$39.99	6 pk. Men's or Boy's Cotton **Tube Socks**	$3.99	Girls' Corduroy **Jeans**	$19.99
Misses Long-Sleeved **Turtleneck**	$14.99	Men's Relaxed Cut **Jeans**	$27.99	Perma Fluff Twin-Size **Comforter**	$19.99
Petite Lycra/Cotton **Leggings**	$9.99	Men's Hand-Knit **Ski Sweater**	$38.99	100% Cotton **Bath Sheet**	$12.99
Petite Decorated Holiday **Velvet Vest**	$19.99	Men's Long-Sleeved **Dress Shirt**	$29.99	Oriental Silk **Purse**	$21.99
Petite Wool-Blend **Dress Pants**	$27.99	Men's Wool-Blend **Suit Jacket**	$49.99	Dutch Fairy Tale **Book Set**	$8.99
Petite Decorated Holiday **Cardigan**	$24.99	Men's Wool-Blend **Dress Pants**	$39.99	British Die Cast **Train Set**	$29.99

Store Hours: Mon.–Sat. 9–9, Sun. 9–9

Braxton-Wood-Sands

Lincoln Valley Mall • Upper Level • Free Delivery

Cash, checks, Pisa, and Blastercard accepted.

111Y-1.EPS

WREATH, ORNAMENTS, GIFTS DEC 95 PRINT MEDIA SERVICE

TRIM THE TREE *with* Savings

Long-Needle Pine **WREATHS** $20 — A variety of sizes

Long-Needle Pine **ROPING** $16 — 10 ft. lengths

Cut-Them-Yourself **CHRISTMAS TREES** $30 & UP — Long- and short-needle trees that you know are fresh!

Potted Christmas **CACTUSES** $17 — Reg. $23.00

All In-Stock **ORNAMENTS** 20% OFF

All In-Stock **GIFT ITEMS** 30% OFF

Red, White, or Pink **POINSETTIAS** $12 — 12 in. potted

Check out all of the great home decorating items in store!

Forrester Nursery Center

1566 N. Pioneer Pkwy. • Mon.–Sat. 9–9; Sun. 11–6

005Y-1.EPS

'Twas the night before Christmas, and you can be sure, everyone was sleeping, feeling warm and secure!

Be sure your heating system is up to the challenge this winter with our Furnace Checkup Special. For only $24.99, our technicians give your furnace a 16-point safety inspection and problem diagnosis.

Appointment times are filling up fast, so call now!

AGF
HEATING & COOLING
8669 N. Pyatt • 555-9955

CADUCEUS JULY 95 CLIPPER

046Y-1.EPS

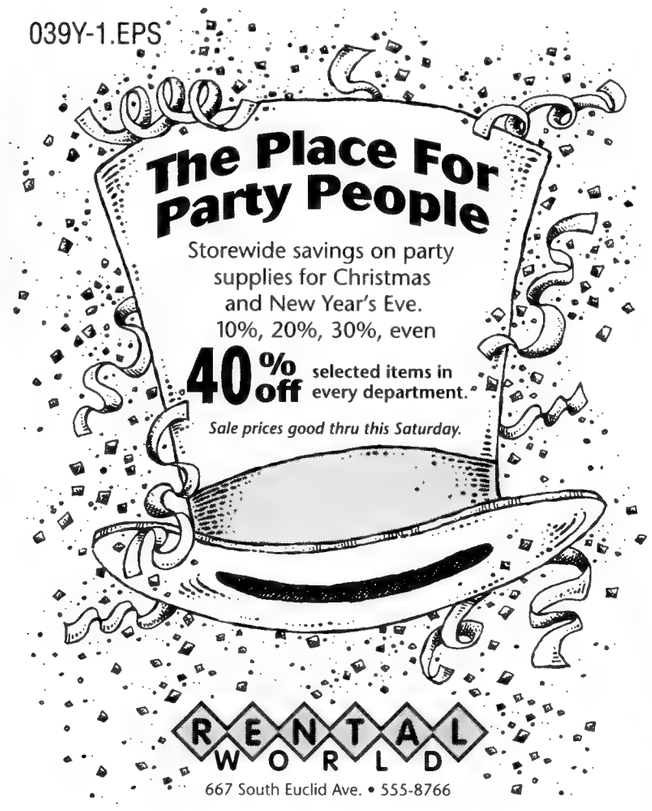
Share the Joy

Help us make the holidays better for hospice patients – volunteer!

Currently, there's a shortage of volunteers to help our hospice patients with everyday activities like getting dressed and eating. One hour per week can make a difference in their lives. Call for more information.

MERCY HOSPITAL
644 S. Main St. • CALL 555-HELP

039Y-1.EPS



The Place For Party People

Storewide savings on party supplies for Christmas and New Year's Eve. 10%, 20%, 30%, even

40% off selected items in every department.

Sale prices good thru this Saturday.

RENTAL WORLD
667 South Euclid Ave. • 555-8766

Full-color printing not in your budget? No problem!

Print Media Service color separations don't have to be printed in full-color. You can use just one of the plates to print in black or a single color, or use two of the plates to create a duotone. On the example shown bottom right, the black plate is printed in Pantone #485.

038Y-1.EPS

Ring in the New

110Y-1.EPS

here we ho-ho-ho again...

It's the holiday season, and in the true spirit of giving that is Christmas, we're giving you great deals in every department.

Take 15 to 30% OFF the everyday super low prices of selected merchandise this Saturday & Sunday!

VOGLER'S VARIETY MART 444 N. Cherry St. • 555-7433 Mon.–Sat. 8–9, Sun. 8–5

045Y-1.EPS

Merry Christmas

May the spirit of Christmas fill every heart during this special time of year. Here's wishing you all the best, and hoping all your dreams will come true. Thank you for your patronage.

Menard Printing
877 S. Bundy Rd. • 555-7321

045Y-2.EPS

Peace, Love, and Joy to you and your family, now and throughout the coming year. Here is our wish that all the people of the world may come together and learn to live in peace.

Menard Printing
877 S. Bundy Rd. • 555-7321

Merry Christmas

044Y-1.EPS

Look for amazingly low prices on great gift options through Christmas Eve!

E-Scential Perfume Oil — $9.89 each

Get one ounce of pure scents like patchouli, lilac, sandalwood, or lavender oil in a refillable vial. *Coupon good thru 12-24-96.*

J. Marshalis — Willowcreek Mall • 555-2234

Ceramic Cookie Jars — $29.49 each

Choose from a variety of charming styles like the Cheshire Cat, the Teddy Bear, and the Rooster. *Coupon good thru 12-24-96.*

J. Marshalis — Willowcreek Mall • 555-2234

Kids Klassics Book Sets — $7.99 each

Choose from boxed book sets with different subjects like Nature, Animals, Kids, The World, & Christmas! *Coupon good thru 12-24-96.*

J. Marshalis — Willowcreek Mall • 555-2234

Sleighful of SAVINGS

035Y-1.EPS

SWEET HOLIDAY SAVINGS!

Take advantage of these tasty deals thru Saturday!

at **Downtown Food Basket**
355 S. Main St. • Princeville
Open Mon.–Sat. 8–9; Sun. 8–5

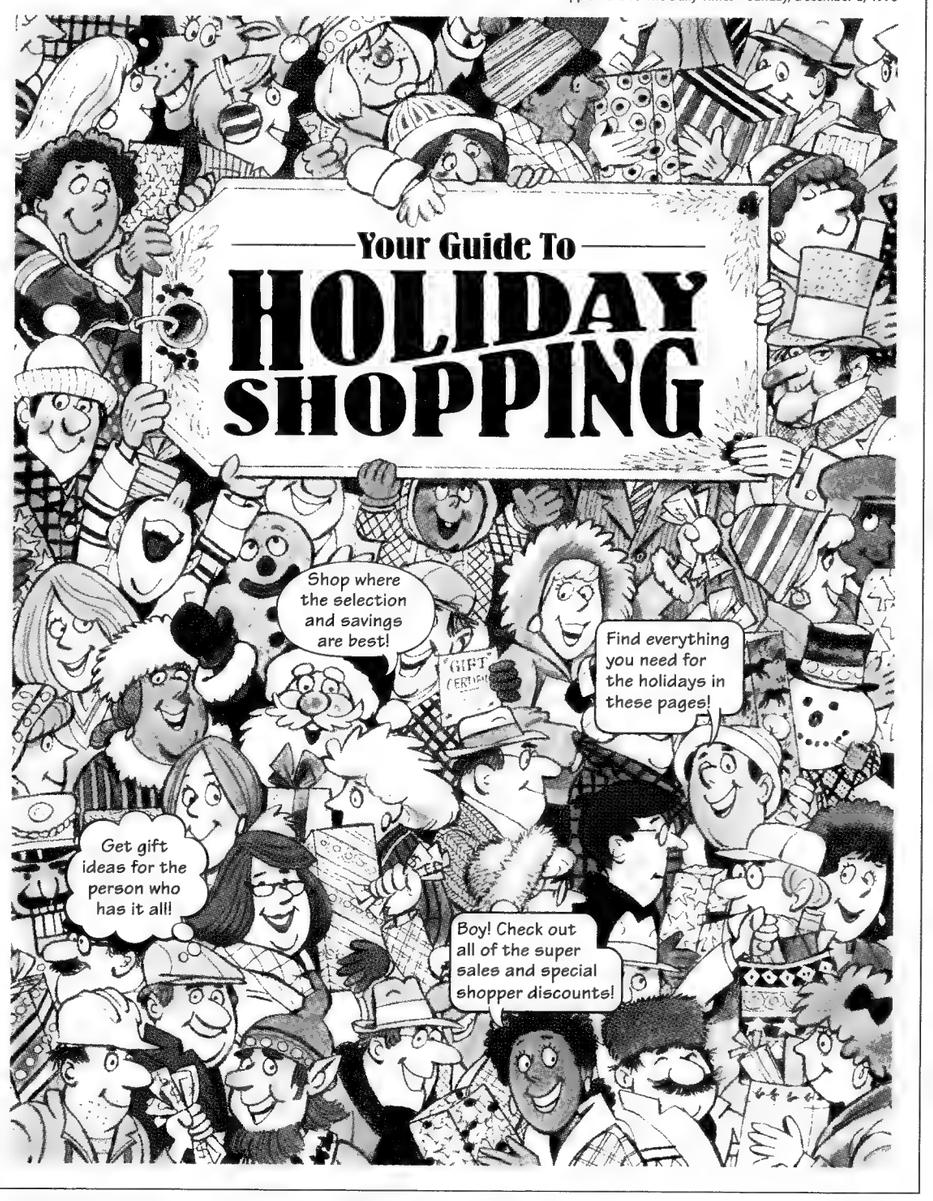
16 lb. Fresh Turkey $9.99

12 oz. bag Fresh ... In-A-Bag $1.69

... Yummi 69¢

002Y-1.EPS

A Supplement To The Daily Times • Sunday, December 8, 1996



BLACK PLATE

003D1296.EPS (Large Format)
004P1296.TIF (Gray Scale)

004D1296.EPS (Small Format)
004H1296.TIF (High Resolution/Gray Scale)

COLOR PLATE

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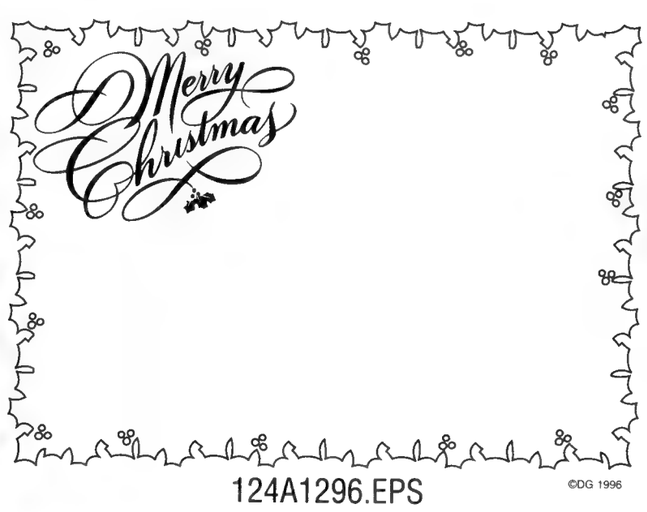

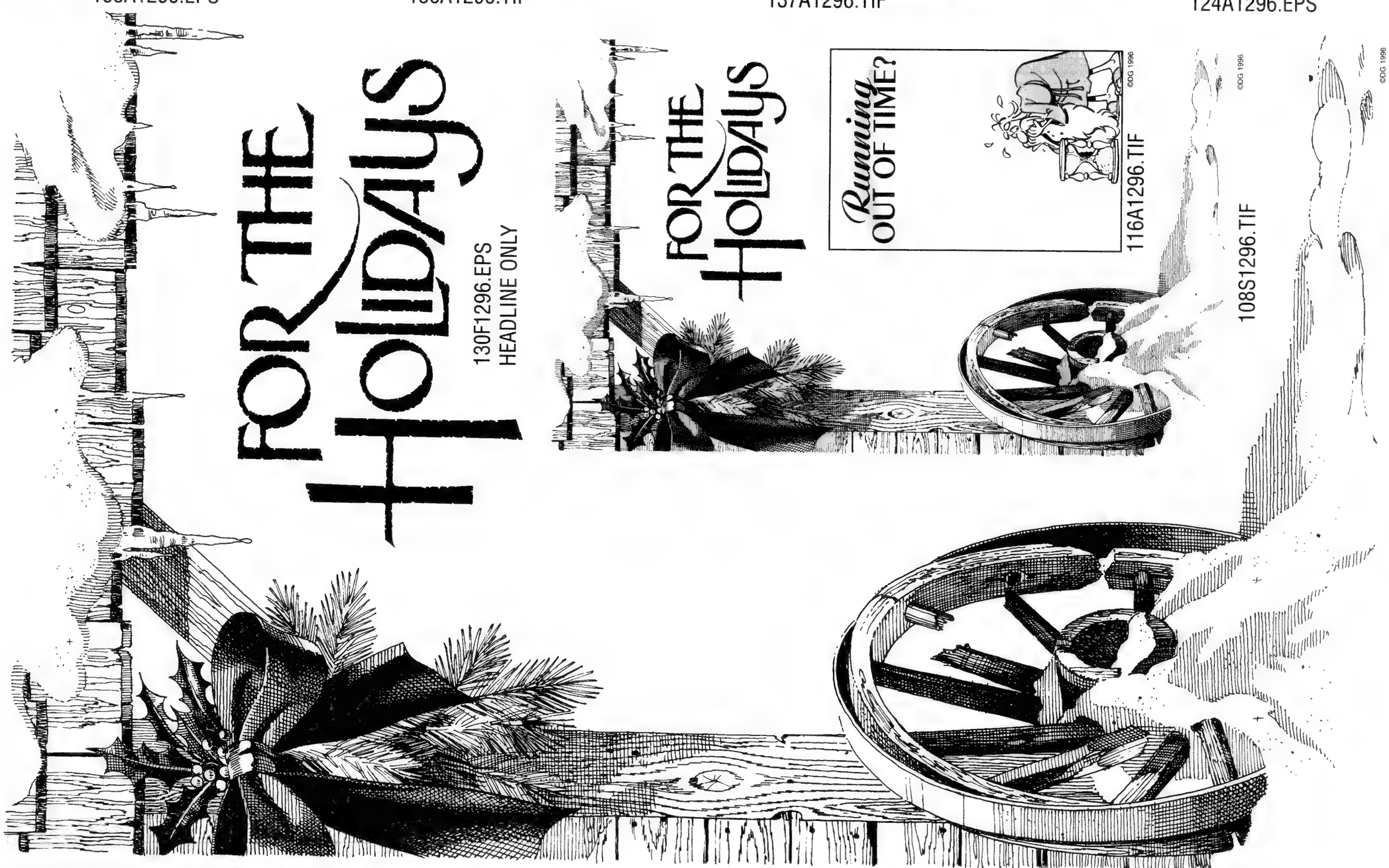

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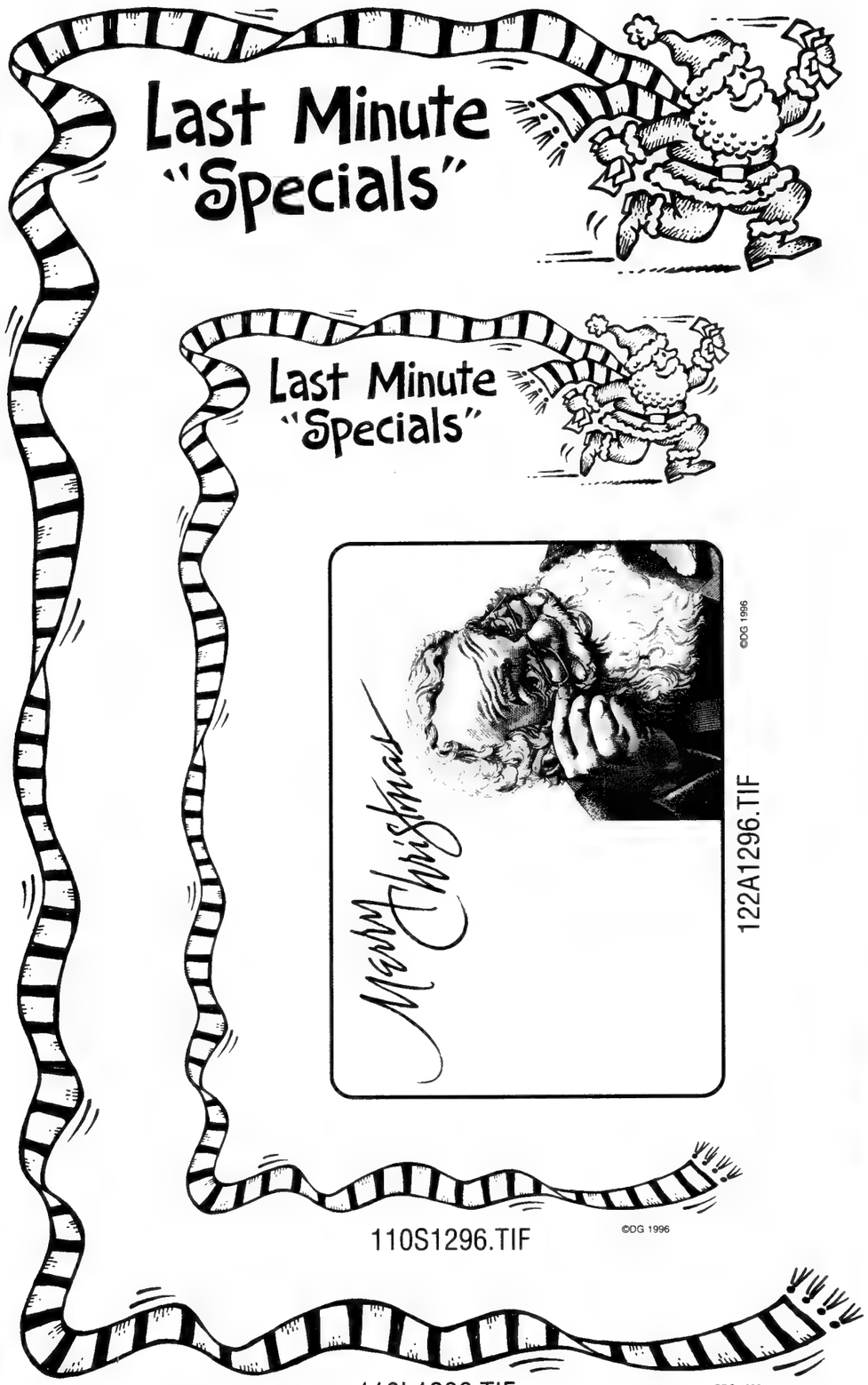

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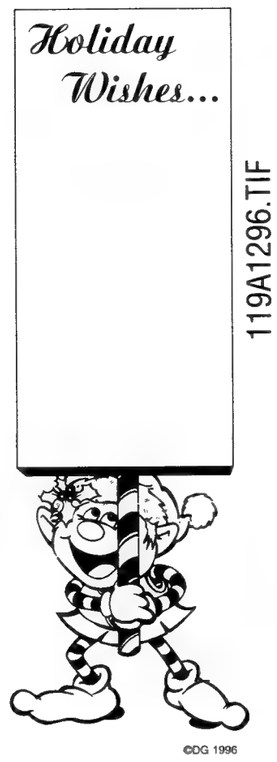
122A1296.TIF ©DG 1996

110L1296.TIF



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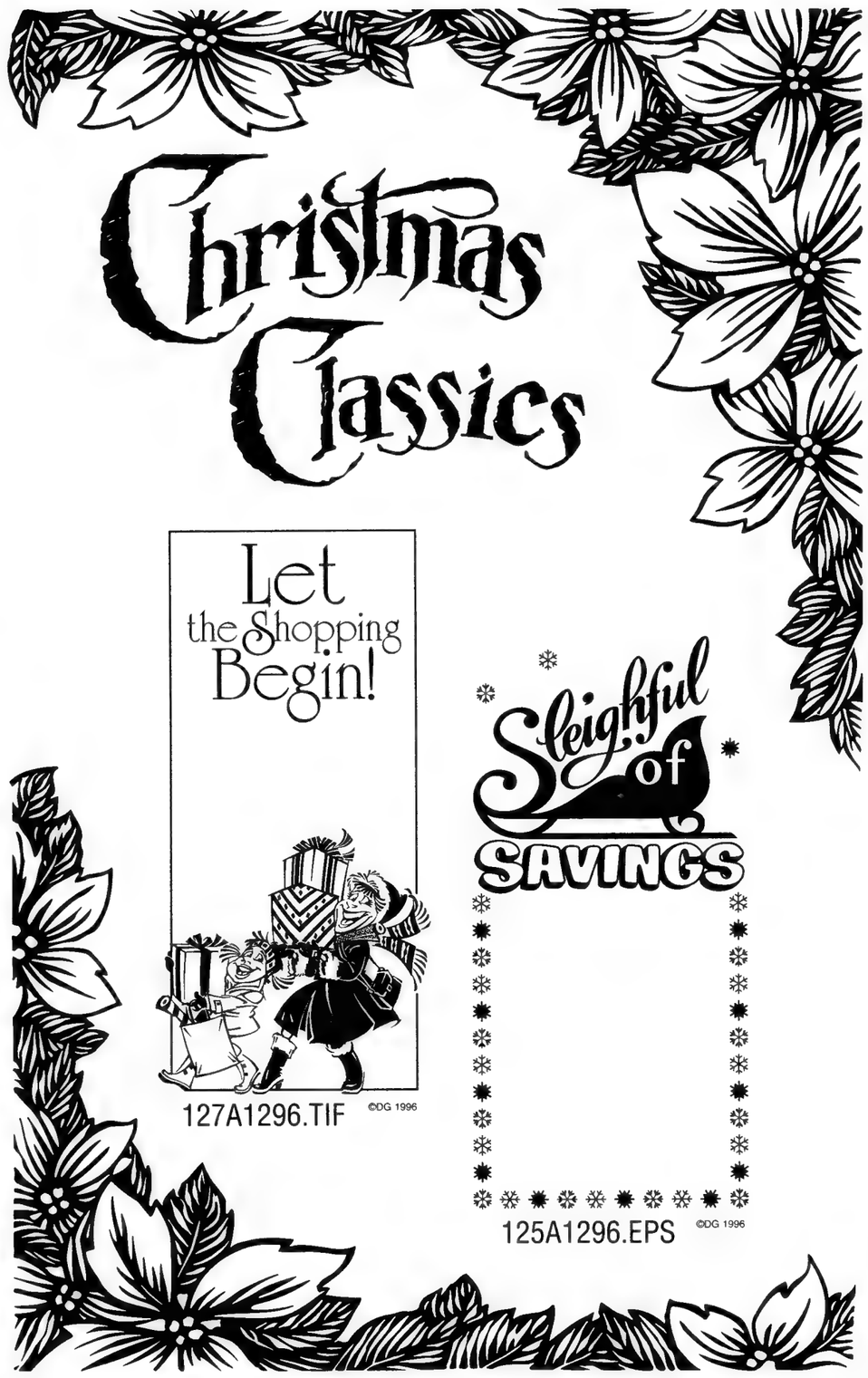

127A1296.TIF ©DG 1996

125A1296.EPS ©DG 1996

111G1296.EPS ©DG 1996

143F1296.EPS ©DG 1996

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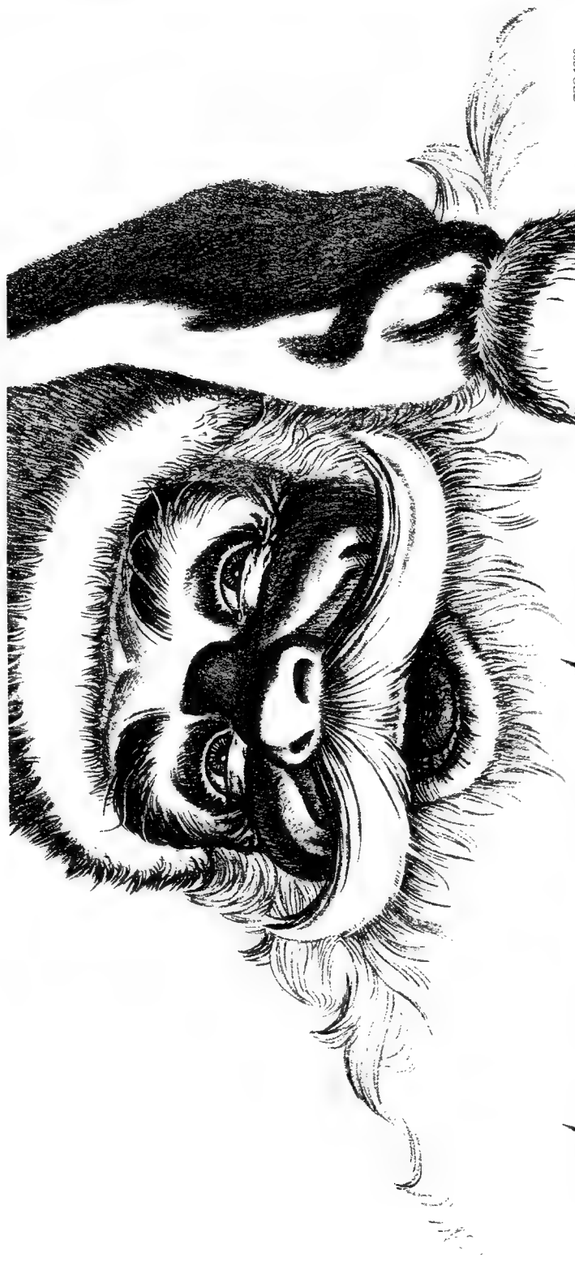
144F1296.EPS ©DG 1996

145F1296.EPS ©DG 1996



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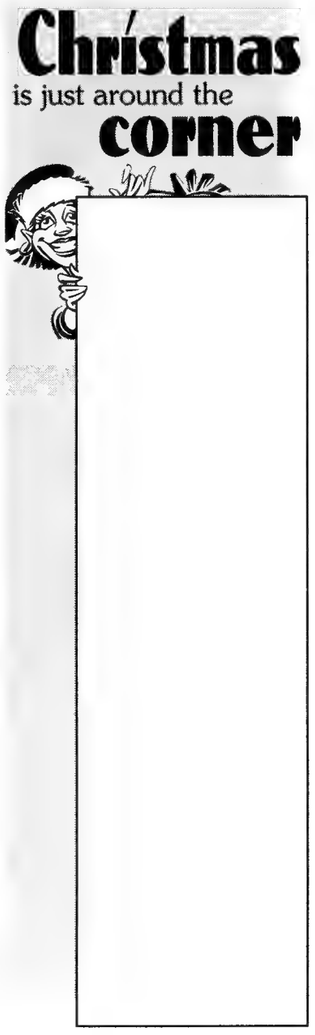

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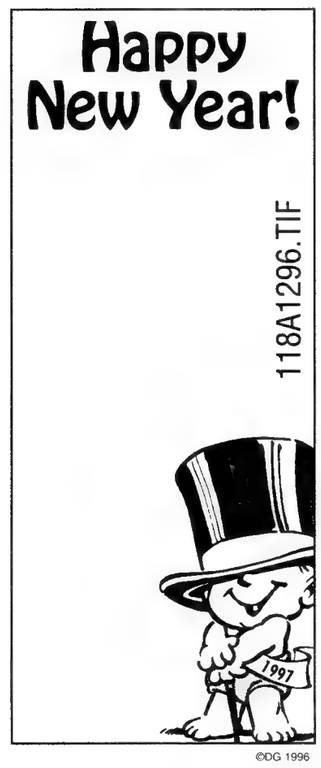

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114A1296.EPS ©DG 1996

Savings for Santas

132F1296.EPS HEADLINE ONLY

129A1296.TIF ©DG 1996

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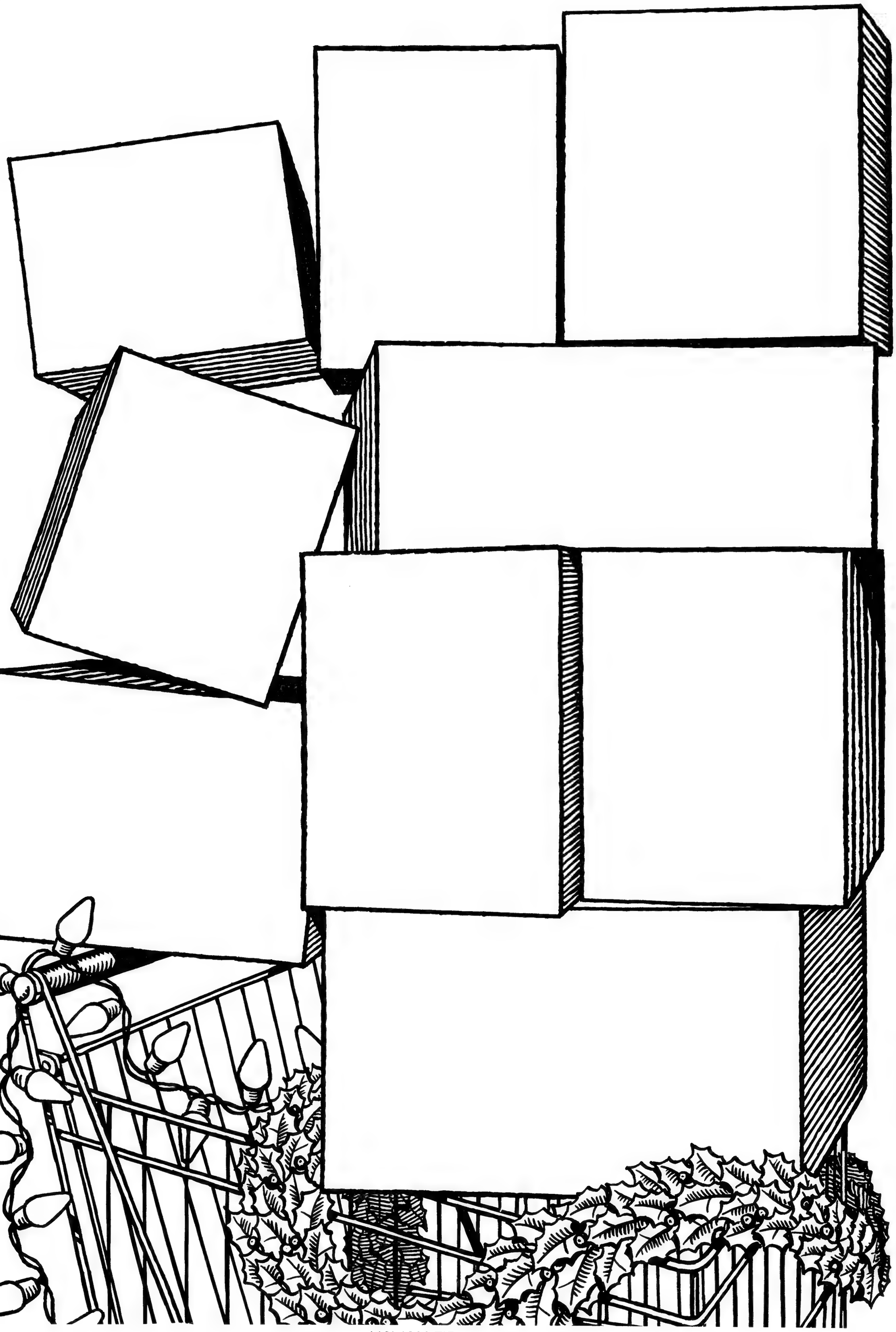
CD-ROM EPMS1296

For All Your Gift-Giving Needs

131F1296.EPS HEADLINE ONLY



112L1296.TIF

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A BRIGHT IDEA

135A1296.EPS

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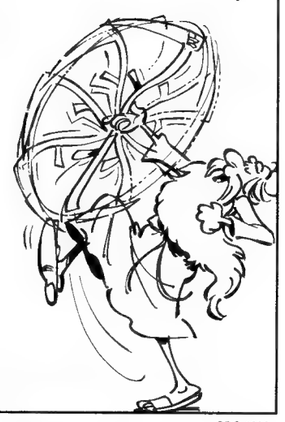
WE'RE CELEBRATING!



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Great gift ideas

138A1296.TIF

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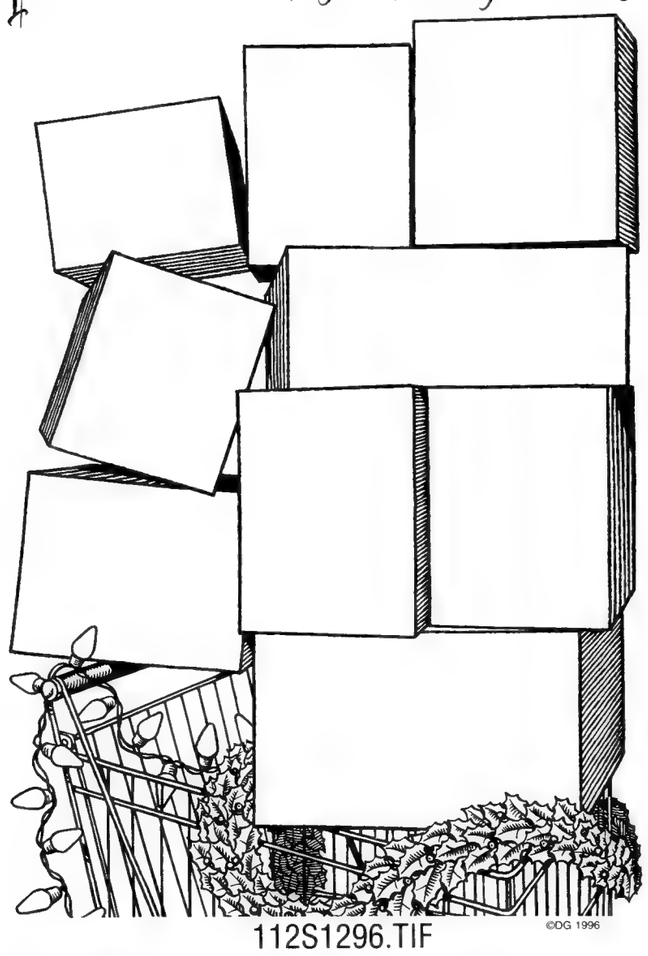
THE HOLIDAY'S BEST VALUES

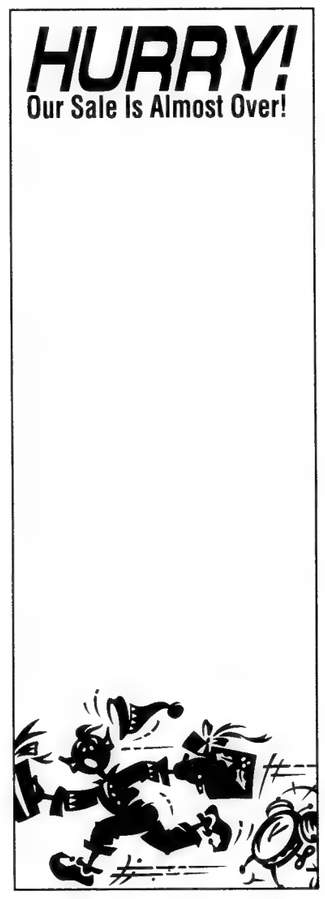
139F1296.EPS HEADLINE ONLY

For All Your Gift-Giving Needs



112S1296.TIF ©DG 1996

HURRY!
Our Sale Is Almost Over!



121A1296.EPS ©DG 1996

Christmas Classics

Holiday Treats

123A1296.EPS ©DG 1996

111G1296.EPS ©DG 1996

THE HOLIDAY'S BEST VALUES

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Holiday Festival

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CD-ROM EPMS1296

Your Guide To HOLIDAY SHOPPING

143F1296.EPS ©DG 1996

'Cause You've Been Good This Year!

141F1296.EPS ©DG 1996

Shop Where Santa Shops

145F1296.EPS ©DG 1996

The HOLIDAY GUIDE

140F1296.EPS ©DG 1996

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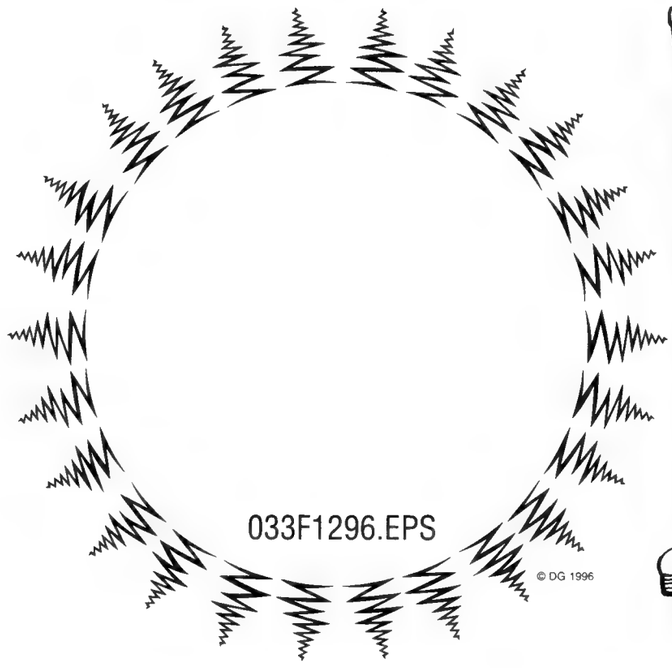

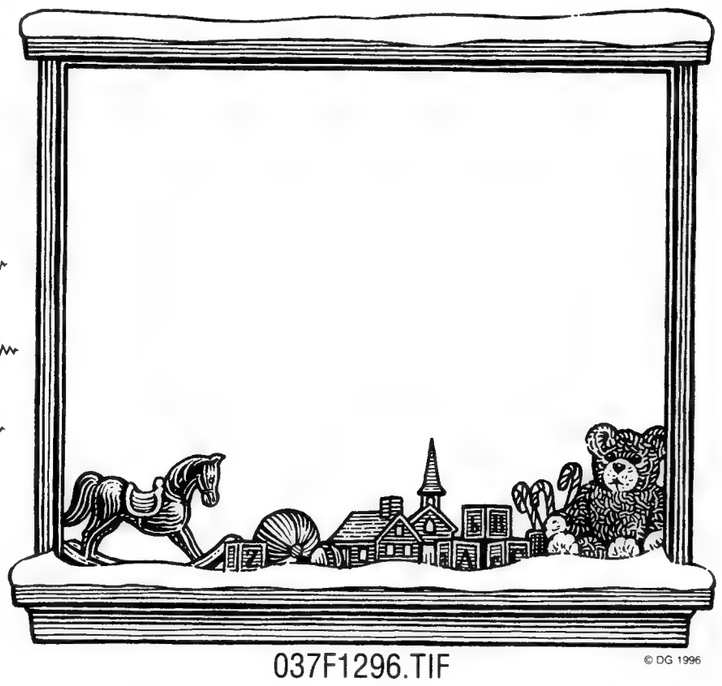

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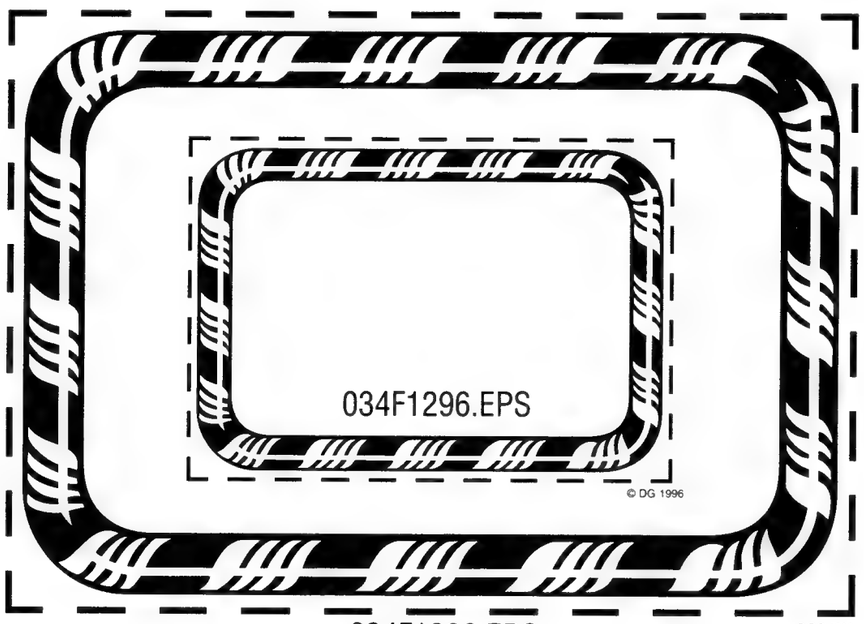

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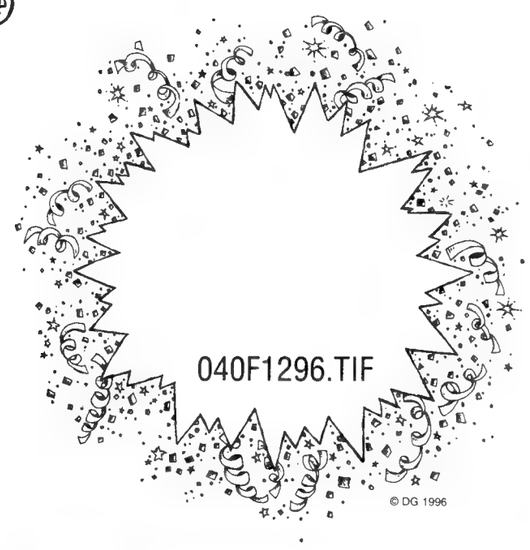

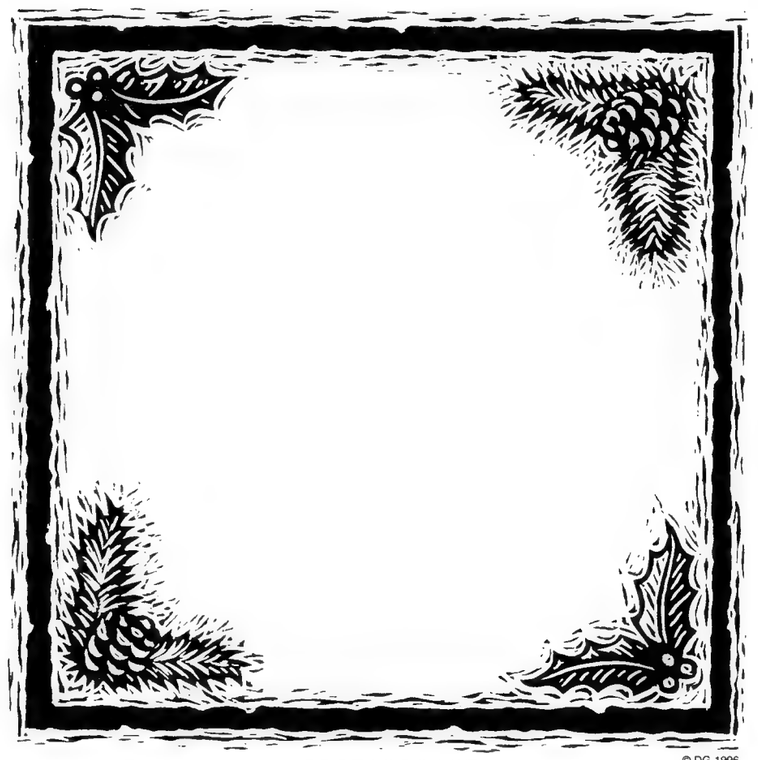

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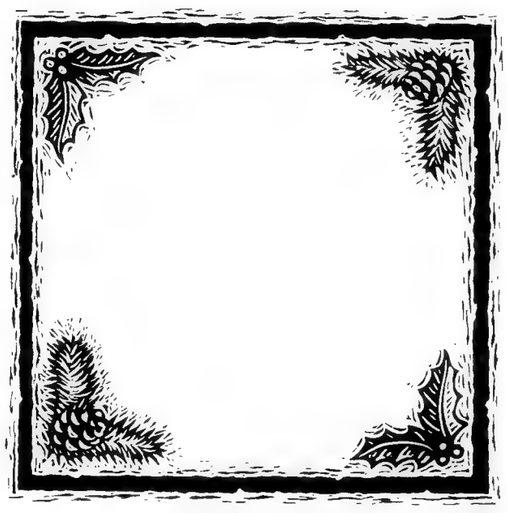

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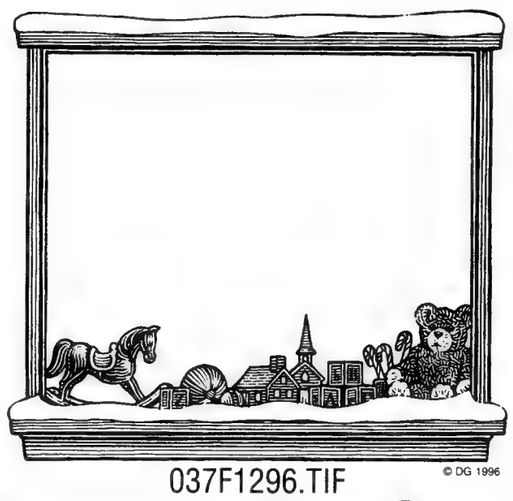

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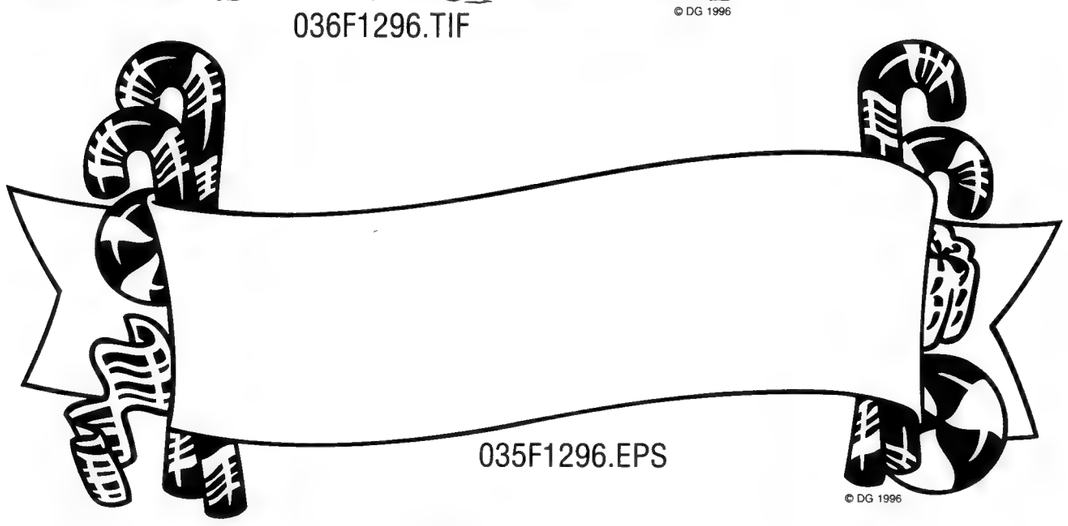

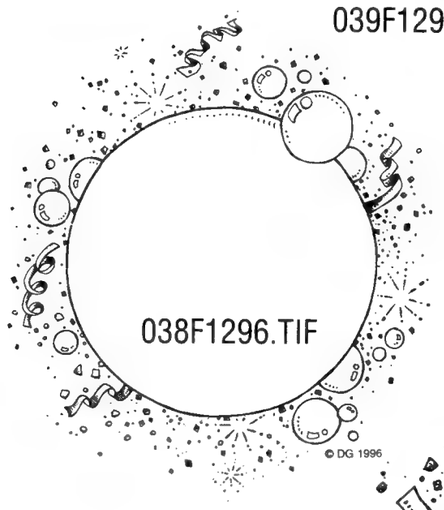

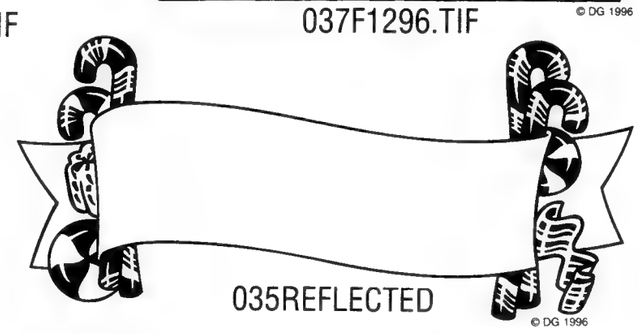

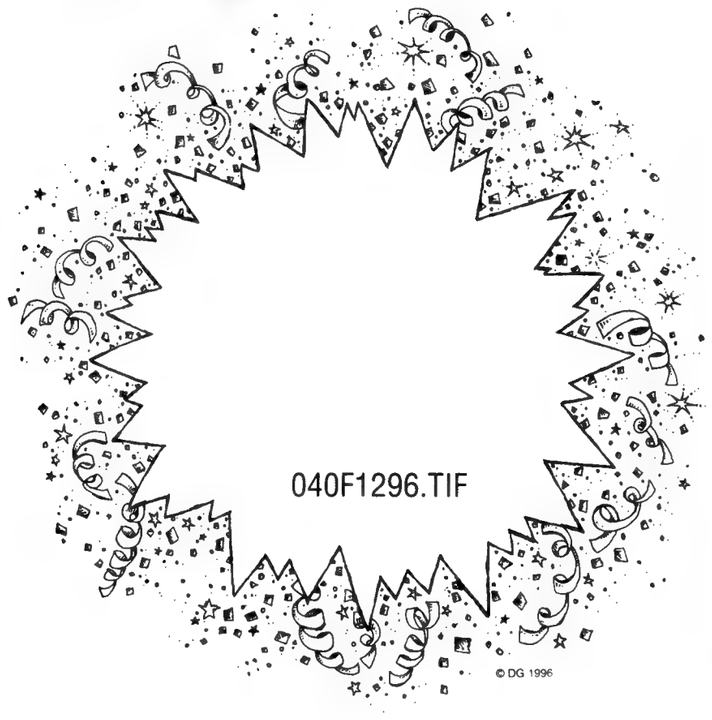

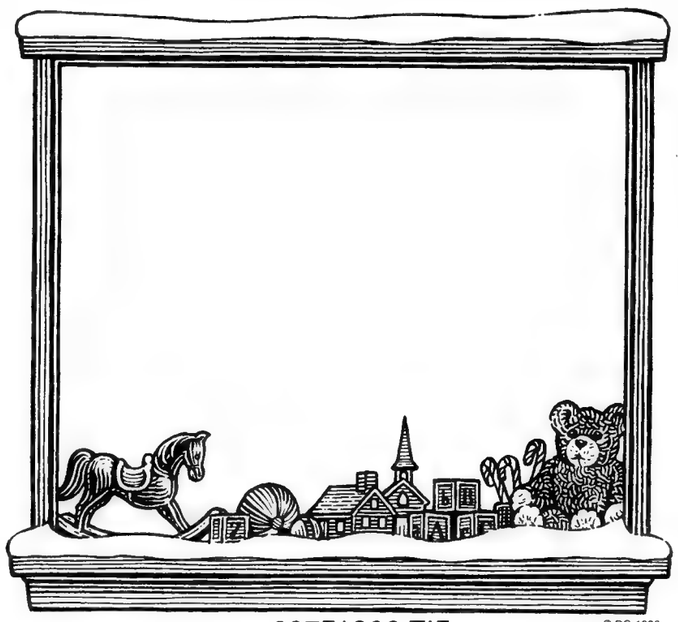

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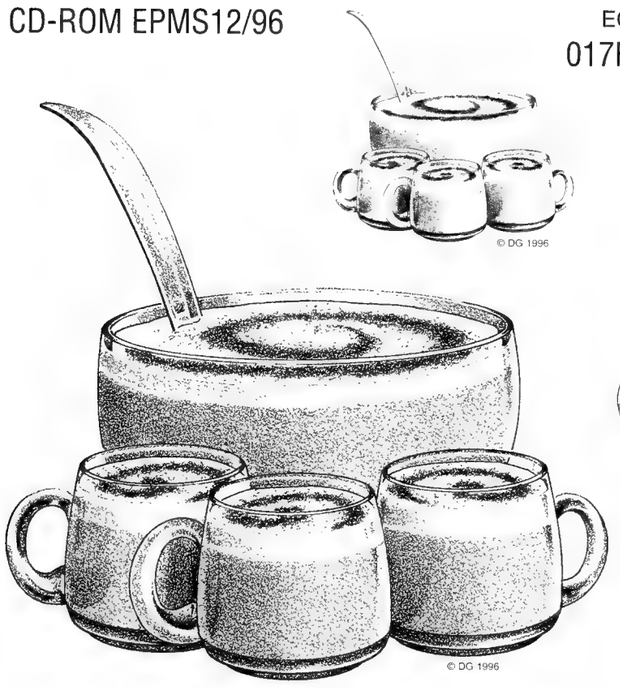

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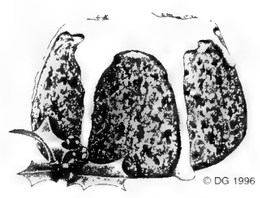

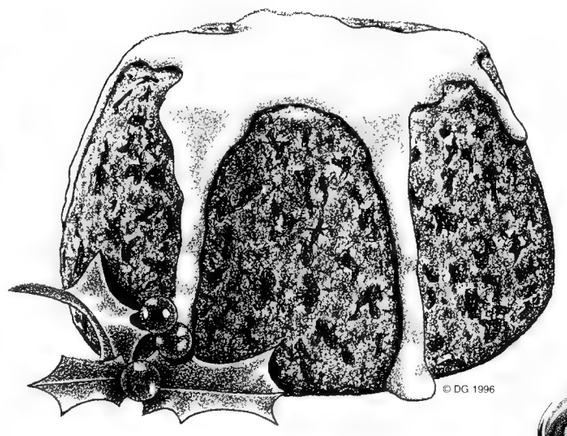

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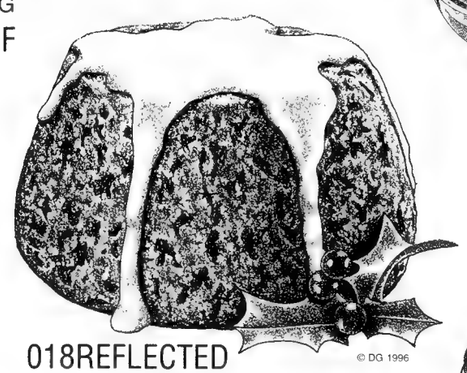

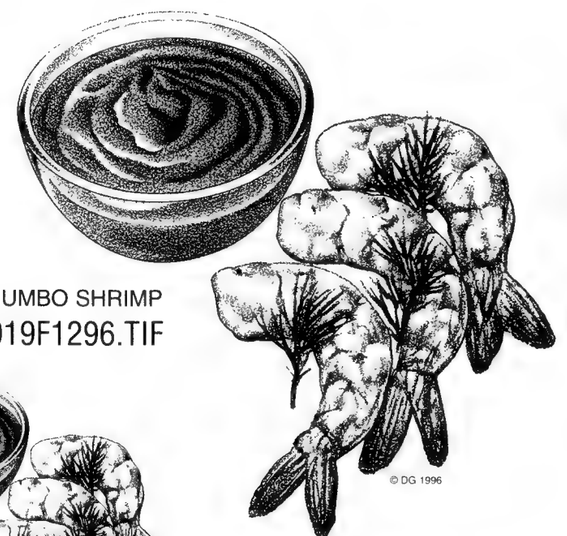

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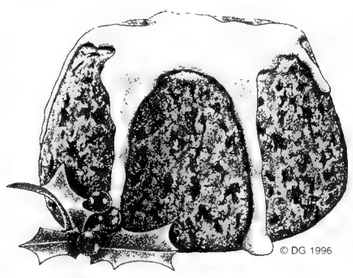

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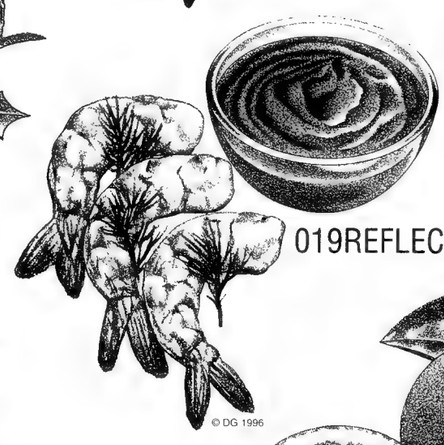

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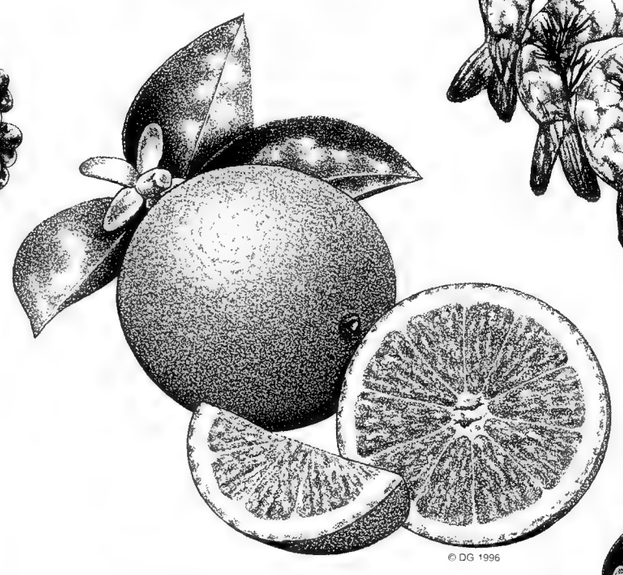

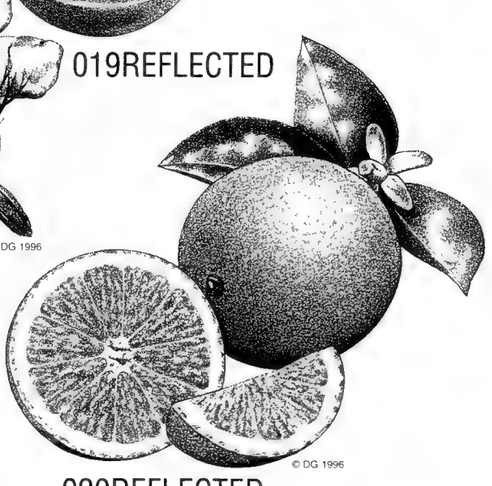

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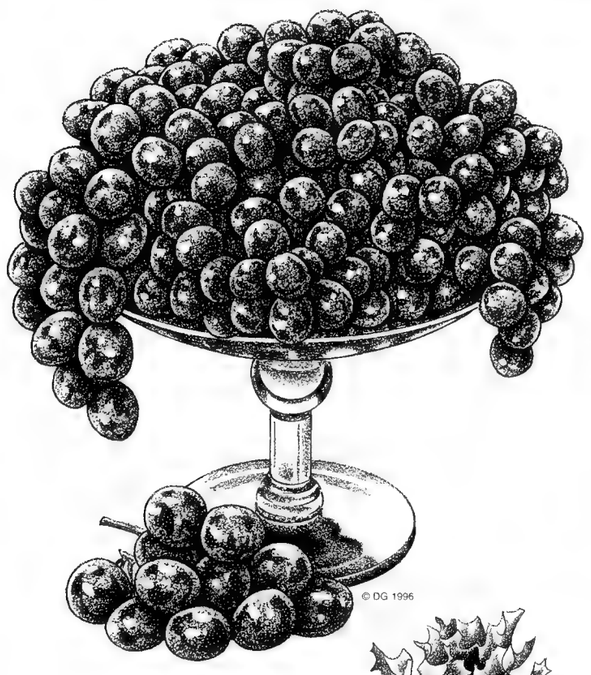

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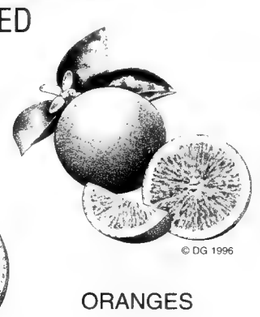

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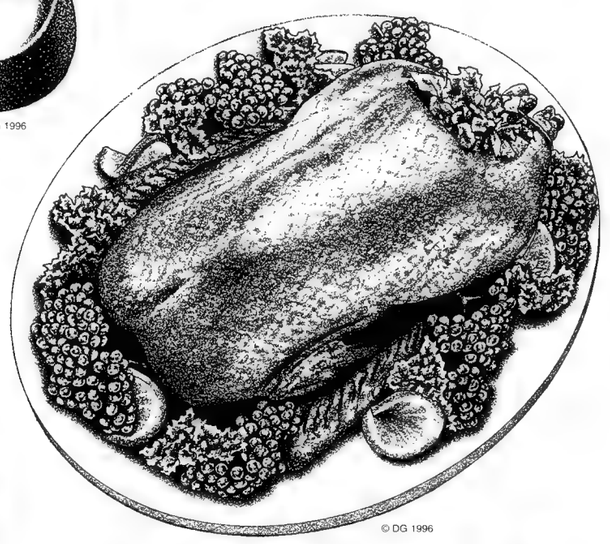

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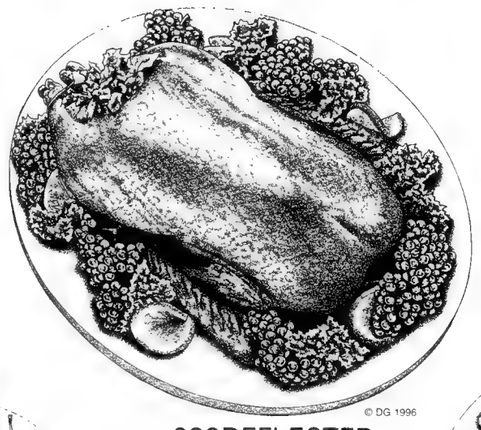

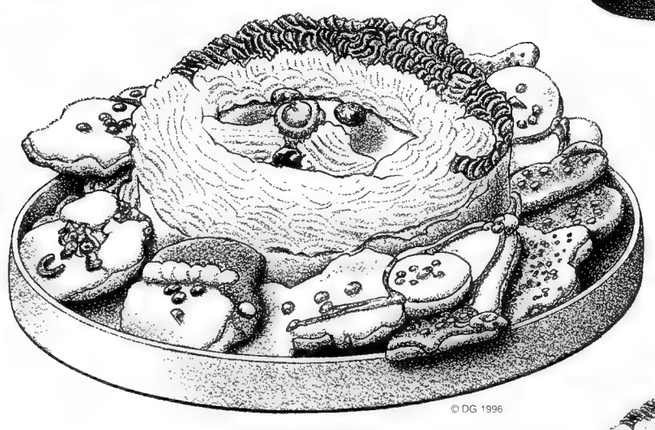

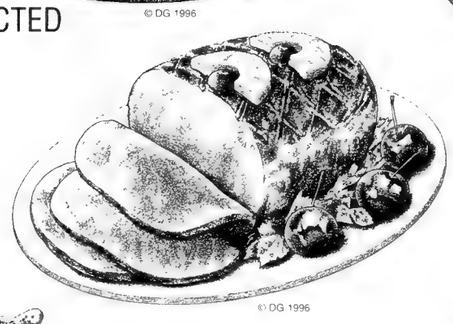

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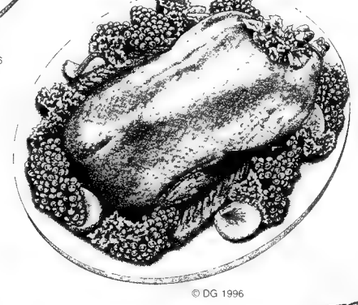

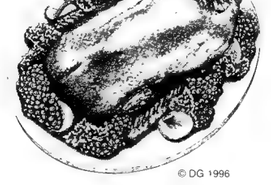

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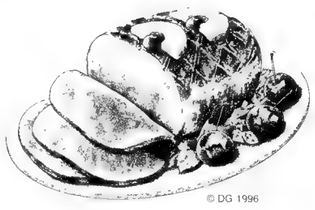

SANTA FACE CAKE
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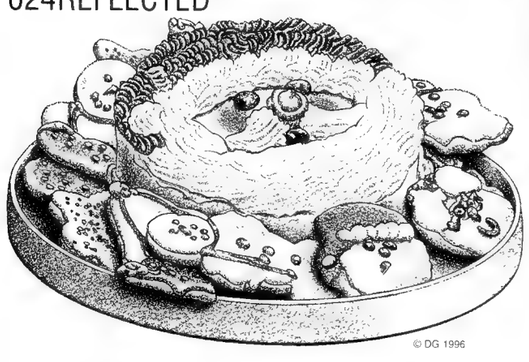

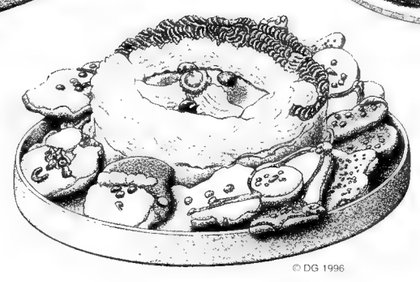

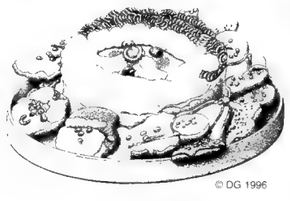

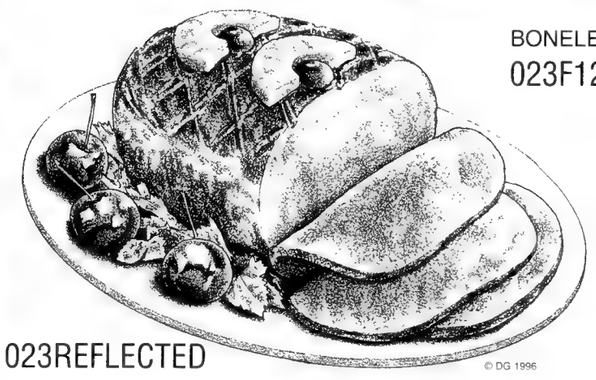

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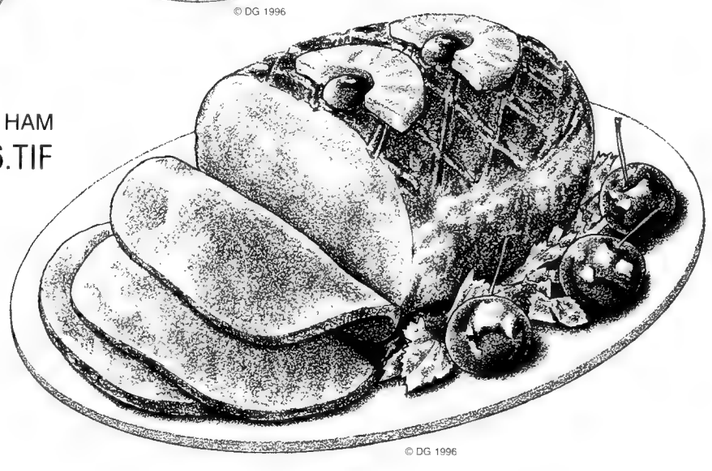

023REFLECTED

MERRY CHRISTMAS!

The presents are wrapped and the shopping is done — the cookies are baked, now it's time for some fun! Gather and celebrate with family and friends in the spirit of loving that just never ends. When the season is over, those who are smart, carry the love through the year in their heart. Happy Holidays!

BUSINESS NAME
Business Address • Phone Number

100A1296.EPS ©DG 1996

Happy Hanukkah

The Festival of Lights, Hanukkah, celebrates that time many centuries ago when the lights of the temple burned for eight days when there was only enough oil for one day. This is the season to remember that miracle and the courage of those who came before us. It is time to light the candles of the Menorah. We extend our sincerest wishes for a safe, holy, and Happy Hanukkah.

BUSINESS NAME
Business Address • Phone Number

096A1296.EPS ©DG 1996

Ring in the Season

May you and yours share all the joy of the holidays, and may you have a new year filled with every blessing and happiness.

BUSINESS NAME
Business Address
Phone Number

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Greetings of the Season

It's been said so many ways, so many time before, in so many languages – Happy Holidays! Let us add our sincerest wishes for a happy, healthy, and safe holiday season, and our thanks for your support and patronage during the past year. We look forward to serving you again in the coming year. Unending peace and joy to you and the ones you love.

BUSINESS NAME
Business Address • Phone Number

098A1296.EPS ©DG 1996

May All Your Christmas Dreams Come True

May your house be filled from rafter to rafter, with love and joy and lots of laughter, this Christmas Day and ever after! Have a wonderful holiday!

BUSINESS NAME
Business Address
Phone Number

099A1296.EPS ©DG 1996

Have a Great Christmas!

Wishing you and yours the very best of everything during this holiday season.

The year has flown by all too quickly. That's why we want to take a moment to thank the friends we have served this year.

Have a very merry Christmas and the happiest of New Years.

BUSINESS NAME
Business Address • Phone Number

101A1296.EPS ©DG 1996

Best Wishes...

Because we truly appreciate your business, we want to take this opportunity to thank you for your patronage, and extend our best wishes for a happy holiday season and prosperous new year.

If you are traveling to visit family and friends to celebrate the holidays, please remember to slow down and to drive safely. Your life, and the lives of others, may depend on it!

BUSINESS NAME
Our customers keep coming back because we treat them right!
Business Address
Phone Number

102A1296.EPS ©DG 1996

December 1996 the Promise of Christmas

"Fear not: for, behold, I bring you tidings of great joy...."
Luke 2:10

Beyond the presents, parties, and pretty packaging that have come to symbolize Christmas to many, there still exists the true universal spirit of love, peace, and hope that one child's birth brought to the world.

In the spirit of that first Christmas, may you and your loved ones experience days filled with good fellowship. May the coming year hold good fortune, great happiness, and a multitude of blessings. Our warmest wishes to you, our valued friends and customers, that you may enjoy the happiest of holidays.

BUSINESS NAME
Business Address • Phone Number

103A1296.EPS ©DG 1996

WARMEST HOLIDAY WISHES

Merry Christmas and Happy New Year to you! The warmest wishes from all of us to all of you!

BUSINESS NAME
Business Address
Phone Number

104A1296.EPS ©DG 1996

A Yuletide Wish...

It's that really fun, really busy time of year again! During the hustle and bustle of Christmas and the new year, be sure to take just a moment to stand back and fully appreciate all the wonderful sights and sounds of the season.

May this holiday be the very merriest ever, with the joy and laughter of family and friends to keep you warm both inside and out. May the new year bring with it happiness, peace, blessings, and prosperity that know no bounds for you and yours!

BUSINESS NAME
Business Address • Phone Number

106A1296.EPS ©DG 1996

The Holiday's Best to You!

May the holidays be filled with happy smiles and precious moments.

May your home be filled with the joy and laughter that always make your family's holiday celebrations so very special.

May the new year be filled with every blessing and much prosperity.

It has been our pleasure to serve you this year. We hope to do so again in 1997.

BUSINESS NAME
Business Address
Phone Number

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Note: Numbers identify images for Electronic PMS subscribers

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POSTER AND PRINT SHOP
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BUSINESS & COMMERCE

An ongoing series depicting the workings of the business and professional community. If you have the need for a specific business or commerce illustration, please contact us. We appreciate your suggestions!

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LAMP SHOP

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DRAPERY CLEANING SERVICE
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HOLIDAY FRUIT BASKETS
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MEN ON CAR PHONES
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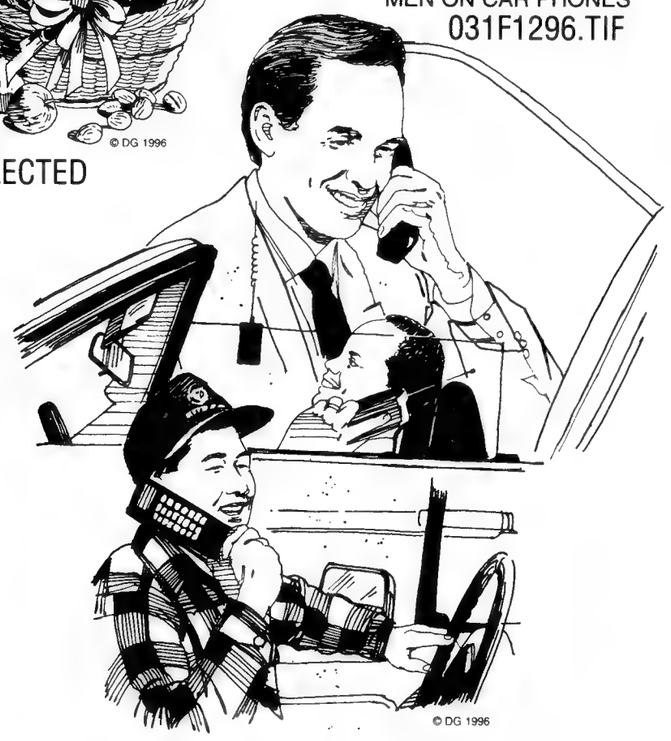
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COMMERICAL PRINTER
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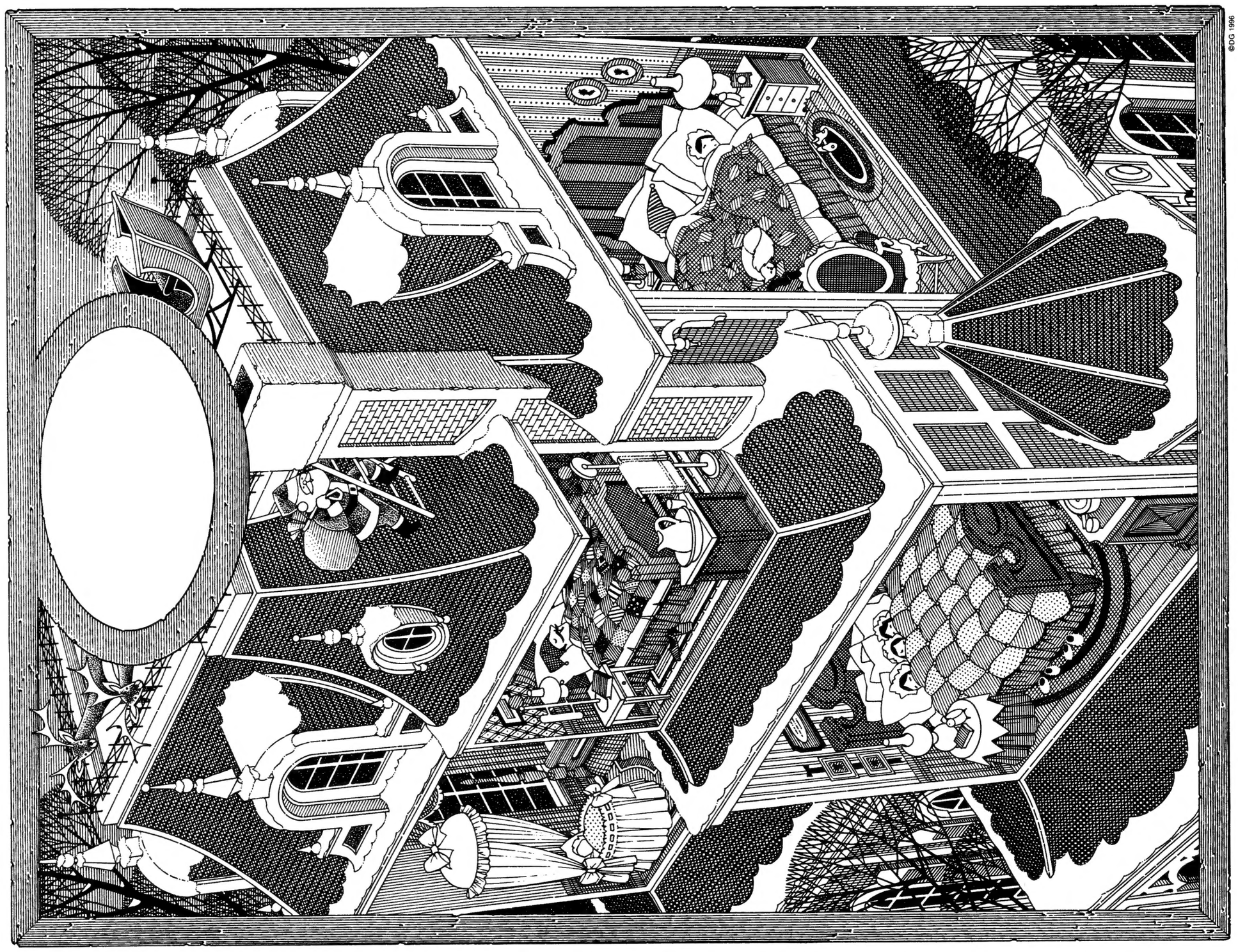
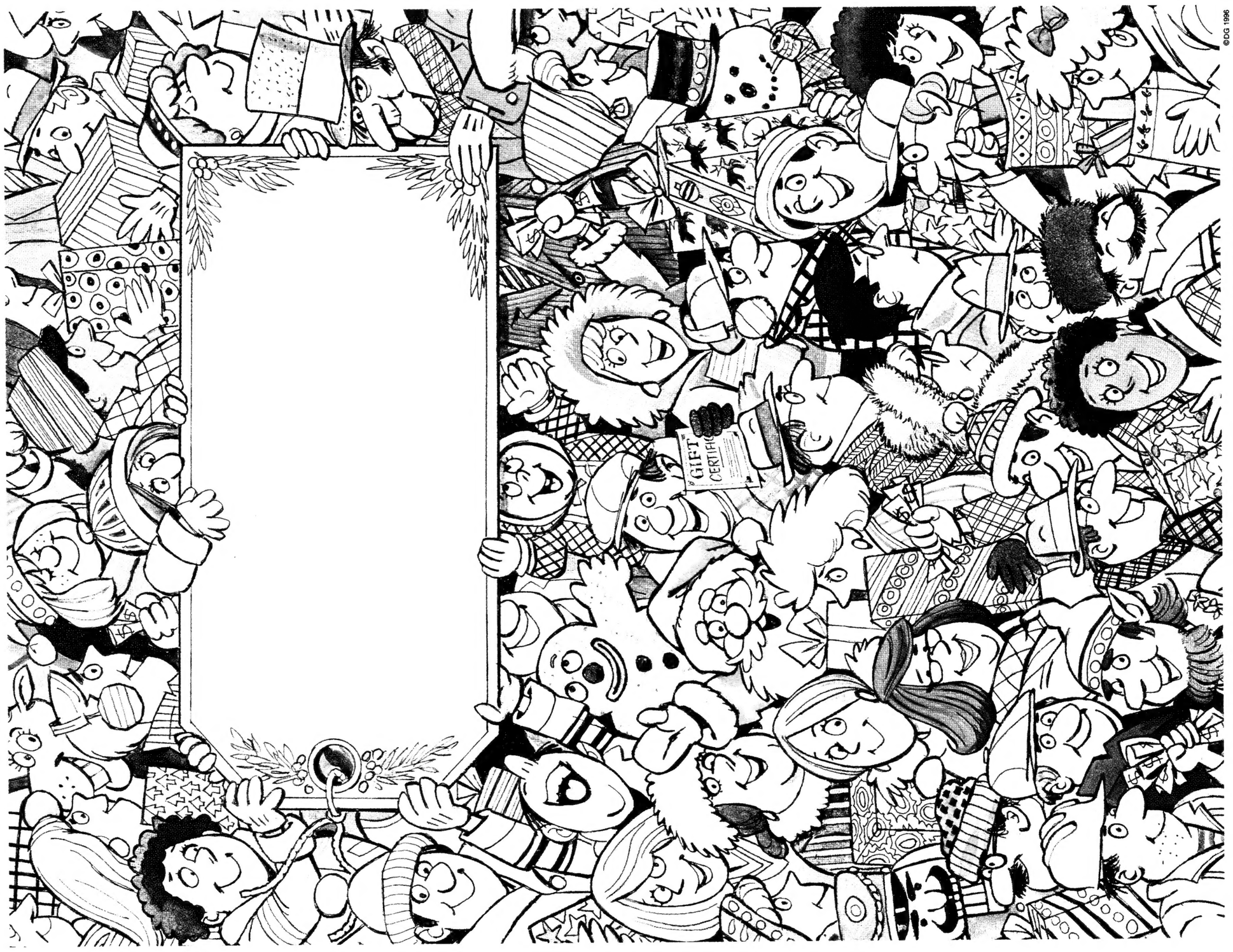


006T1296.TIF (Small Format)

005T1296.TIF (Large Format)

Shown below is the full color proof of the color separations appearing on pages 27 and 28.



001C1296.TIF (Large Format)
002C1296.TIF (Small Format)

001C1296.EPS (Color Separated, Large Format)
002C1296.EPS (Color Separated, Small Format)

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• RED PLATE

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• YELLOW PLATE

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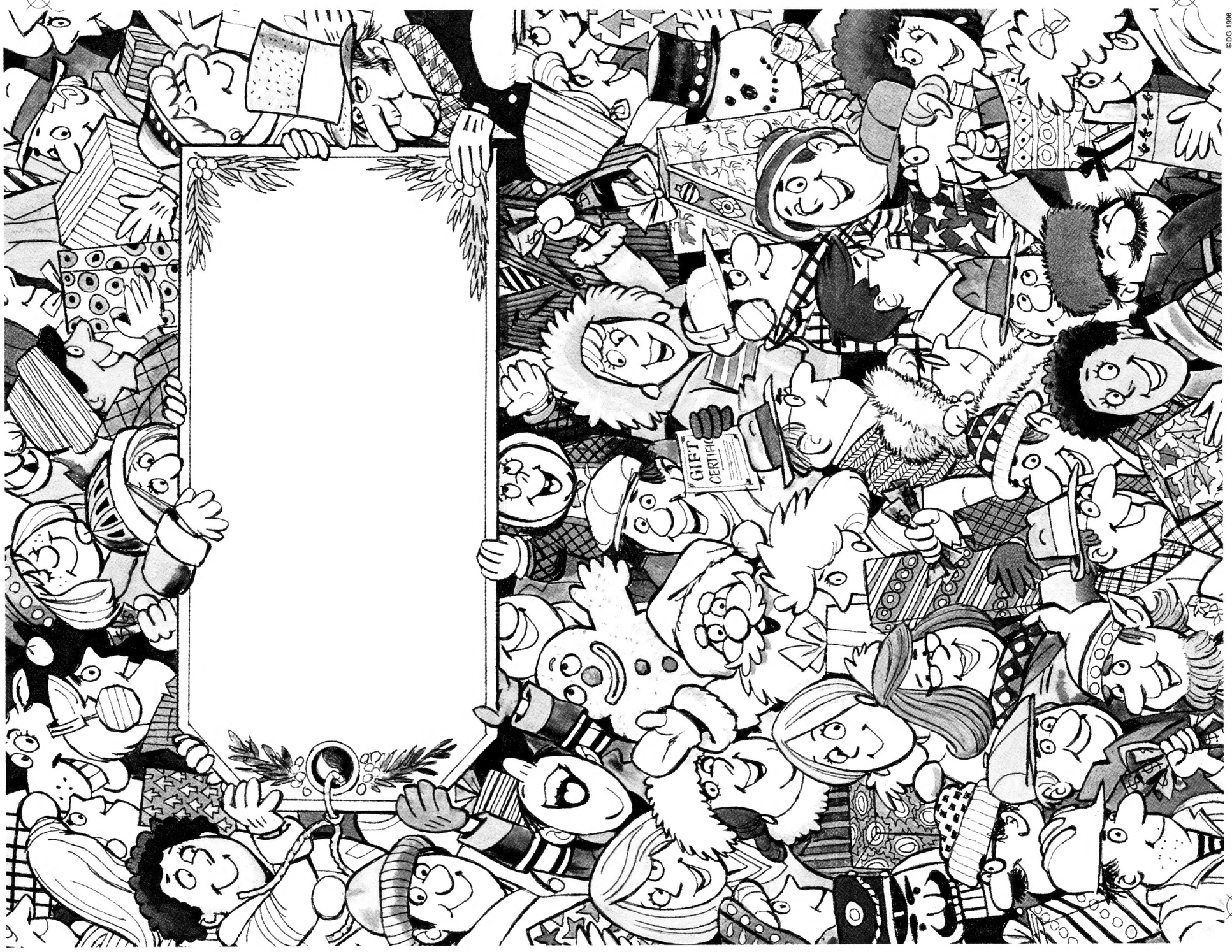

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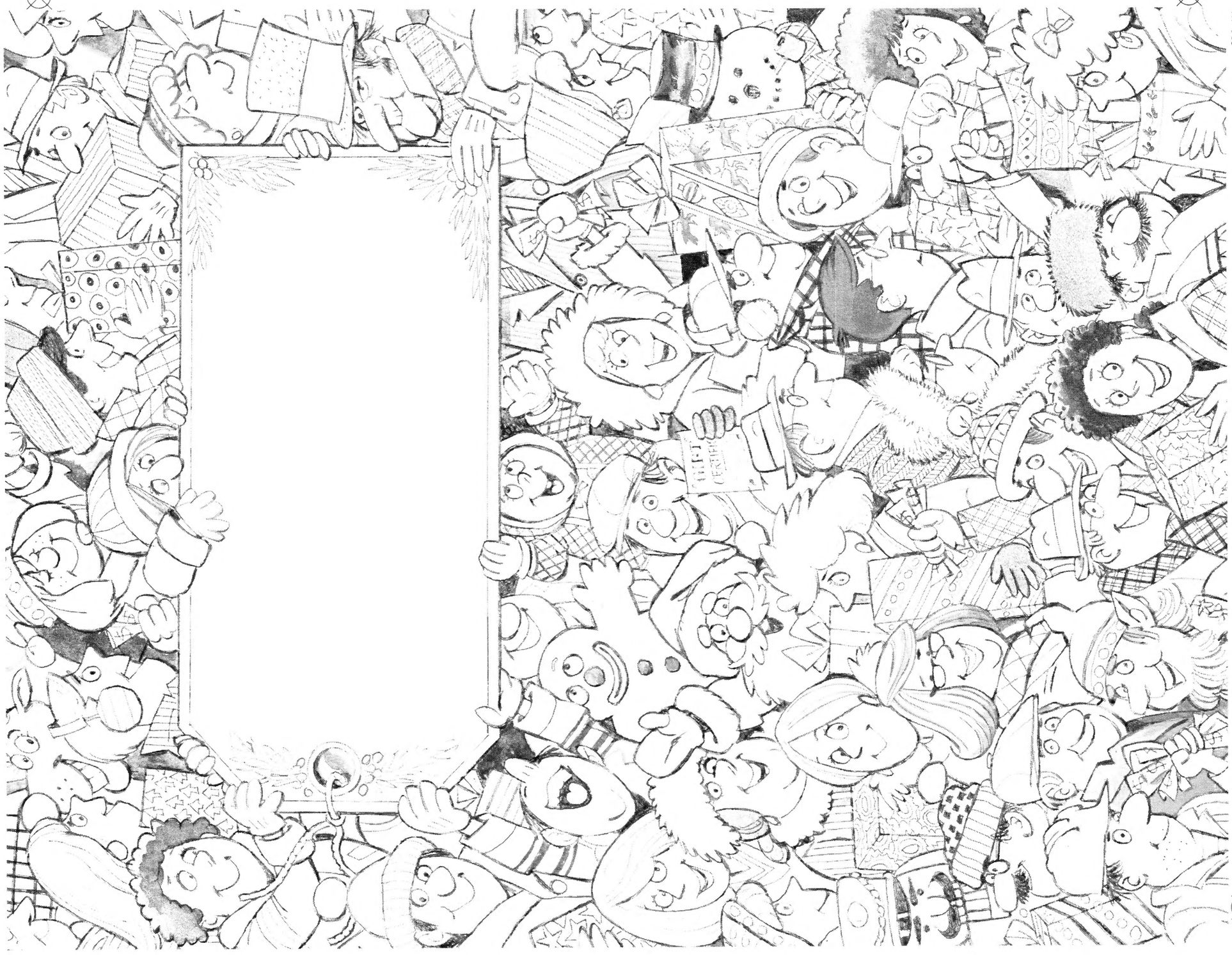
• BLUE PLATE

This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.



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• BLACK PLATE

• •POCKET $25.00• •

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NOTE: Each entry is acknowledged by letter. Monthly winners will receive their awards two to three weeks *after* publication of the issue in which their entries are presented.

RULES:

1. You must be a current *PMS* subscriber and your entry must include some *PMS* art.

2. Use the coupons below to enter as often as you wish. Please attach one to each entry and fill them out completely. Include comments explaining techniques, purpose, and other relevant information.

3. Please do not use staples or fold your entry. We also ask that newspaper entries not be mounted.

MAIL TO: *PMS* Case History Contest,
Dynamic Graphics, Inc.
6000 N. Forest Park Drive,
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